

FRANKIE GRAY

Managing Consultant

Kodak MarketMover Business Advantage Solutions

Frankie Gray brings over 20 years of operations management, business development, and independent consulting experience to his role as Managing Consultant and Business Development Strategist to the Marketing Services print practice. Over the years Frankie has worked with marketing agencies, associations, and Fortune 500 organizations to help identify high value segment opportunities focused on business challenges and implement integrated marketing technology driven by customer intelligence that delivers meaningful results. Frankie's current focus has been supporting the development of analysis lead communication strategies that leverage behavior through data analytics as well as drive content, creative, and multi-channel execution.

Areas of expertise

- Engagement Marketing - Analysis lead "individualization" combining customer intelligence with multi-channel strategy & creative execution
- Integration of mobile SMS shortcode, quick response (QR) code and social media listening platforms
- Consultative "solutions based" sales training and development

Market sector focus

Various

Significant projects experience

- Current Managing Consultant Marketing Lead
- Key support to Project Managers and Data Analytic Specialists in defining initial project scope and driving development of campaign
- Develop recommended campaign structure of multi-channel/multi-wave trigger-event execution and establish tracking & measurement
- Creation & presentation of Opportunity Brief and Marketing Brief documents outlining data discovery & analytics, campaign build-out, suggested marketing strategy & campaign execution
- Customer developed "Lunch & Learn" and "Open House" marketing event planning and delivery - supporting prospect lead generation and project development

Previous consulting experience

Business Development Strategist: Kodak MarketMover Business Development Services – Supporting Kodak Digital Printing Solutions and Unified Workflow/InSite Portal products through sold consultative services

Business Development Strategist: inteGRAYted inc – Independent contract/project consulting

Education

Columbia College, Chicago: Graphic Arts Communications & Design