FORD "KEITH" MONTGOMERY II

Creative Problem Solving / Relational Leadership

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SUMMARY

Marketing professional with 15+ years of experience in account management, digital strategy, and team leadership. A track record of ramping quickly in new verticals, solving tough client challenges, and consistently delivering on complex campaigns. Passionate about utilizing emerging technologies and analytic insights to solve problems. Experienced in leading integrated marketing initiatives for Fortune 500 clients while managing local, remote, and offshore teammates to drive results. **In short: I love working on and solving interesting problems.**

TECHNICAL EXPERIENCE

KEY SKILLS

- **Account and program leadership:** day-to-day client ownership, status and decision forums, scopes and statements of work, vendor and partner-agency management, team onboarding
- **Financial operations:** monthly media invoicing and reconciliation, client-signed spend approvals (MPAs), pacing and budget-cut modeling, agency-fee approvals
- **Digital marketing:** paid search, paid social, display, Performance Max, CRM and email, SEO and content, radio and video production
- **Technical translation:** tagging and attribution (Tealium, Google Tag Manager), analytics, CMS migrations, working with onshore and offshore development teams
- **Editorial and content:** publishing rhythm, writer coaching, editing, newsletter and social distribution, editorial photography
- **Regulated review:** legal, corporate and compliance review in health care, pharmaceutical/animal health and financial services
- **Practical AI:** workflow tools built with Claude and Copilot for compliance copy, QA and reconciliation

Tools: Claude, Microsoft Copilot, Outlook, Teams, Excel · Monday.com, Jira, Asana, ClickUp · Google Ads, Meta Business Suite, LinkedIn Campaign Manager · Google Analytics, Adobe Analytics, Adobe Customer Journey Analytics, Looker Studio · Marketo Engage, HubSpot, Salesforce Marketing Cloud · Ahrefs, Screaming Frog, Semrush, Google Search Console · Adobe

PROFESSIONAL EXPERIENCE

Account Supervisor | **VML** *(formerly Wunderman Thompson)* — Memphis, TN | Dec 2021 – Present

Client portfolio: Sonic Automotive (Porsche, Dave Smith Motors, Sonic Powersports, eCarOne), Thrivent Asset Management, Swanson Vitamins, Humana, Boehringer Ingelheim Animal Health, Intuit/TurboTax, Blue Shield of California

Responsibilities:

- Lead day-to-day client relationships, translating the work of development, SEO, analytics, paid media, CRM and creative teams for stakeholders at every level of technical expertise
- Lead cross-functional teams of up to approximately 32 people by influence; run status meetings, drive decisions and close with written recaps, owners and dates
- Manage scopes, budgets and the monthly financial cycle, including invoicing, reconciliation and client-signed spend approvals (MPAs)
- Pressure-test client requests for feasibility before committing the team, and escalate stalled dependencies to the people who can unblock them
- Guide work through legal, corporate and compliance review in health care, pharmaceutical/animal health and financial services

AI and automation (built with Claude and Copilot): a disclaimer generator that turns a large client compliance PDF into a form-fill tool, replacing manual copy-and-edit; an email link QA tool that extracts every link, tracking parameter and destination screenshot before a send; and a media spend reconciliation agent that matches media and client spend records into the right budget categories.

Client: Sonic Automotive — Jan 2026 – Present

- Lead a portfolio of about 27 dealership rooftops with over $730k a month in media spend across paid search, paid social, display, Performance Max, radio, and public relations
- Chair the Sonic x VML Agency Status call: set the agenda, drive decisions and send the written recap with committed follow-ups
- Led launch planning for new rooftops and campaigns, giving the client realistic dates, budgets, and target geographies. Ran the monthly offer and creative cycle for Dave Smith Motors, one of the nation's largest truck dealerships, across video, radio, and CRM.
- Worked directly with a partner agency, vendors, and PR, and brought Porsche SEO and CMS over from the prior agency. Grew Porsche scope twice, adding a sixth rooftop and expanding from paid search into paid social, SEO/CMS, and CRM.
- Own the monthly financial rhythm—invoicing, reconciliation, and pacing—and proposed an interim spend approval that keeps active campaigns running seamlessly at month end.

Client: Thrivent Asset Management — 2025

- Owned client relationships and team management. Bridged communications between CRM, media managers, development, and creative, while working in a highly regulated field.
- Translated a corporate rebrand into a distinct sub-brand system (guidelines, templates, and assets) and guided it through legal, corporate, and compliance review to rollout.

Experience Manager, WordPress, Shopify · Adobe Creative Suite, Figma · HTML, CSS, JavaScript, PHP and MySQL basics

ENTERPRISE ACCOUNTS

Sonic Automotive
Thrivent Asset Management
Swanson Vitamins
Humana
Boehringer Ingelheim Animal Health
Intuit/TurboTax
Blue Shield of California

EDUCATION

University of Missouri
Bachelor of Science — *Information Technology*
2005 - 2009

VOLUNTEER

Make-A-Wish Mid-South
Associate Board Member
2017 - 2023

Client: Swanson Vitamins Aug 2025 – Mar 2026

- Day-to-day lead on paid media for a consumer vitamin and supplement brand.

Client: Humana 2022 – 2024

- Day-to-day lead for web development for two lines of business (Medicare Acquisition / primary care facilities: Conviva and Centerwell).
- For Medicare Acquisition, lead an 8-month Medicare shopping experience redesign with a team of approx. 32; the program drove a 20% increase in application starts (AEP 2024 vs. 2023, client-reported).
- For Centerwell and Conviva, lead the implementation of new brand standards and new web features for patients, continuously growing patient headcount.

Client: Boehringer Ingelheim Animal Health Dec 2021 – Dec 2022

- Day-to-day lead on technical SEO and content for a regulated pet pharmaceutical brand

Client: Intuit/TurboTax Dec 2021 – Apr 2022

- Day-to-day lead on SEO accounts covering technical SEO, content, keyword tracking and performance reporting

Client: Blue Shield of California Dec 2021 – 2022

- Day-to-day lead on paid media, direct mail and out-of-home for a regulated health care brand

Marketing Director | Clear Function

Memphis, TN | May 2020 – Dec 2021

(formerly Big South)

- Led a five-person marketing department inside an agency of about 20, mostly software developers, after Big South was acquired by Clear Function
- Built the creative team by hiring a local copywriter, designer and marketing generalist, and sourced offshore talent for additional capabilities
- Ran resource planning and project management in ClickUp across a portfolio of mainly local business clients

Marketing Director | Foster Social *(startup)*

Memphis, TN | Sep 2019 – May 2020

- Produced social video for businesses from concept to measured results at an early-stage startup
- Wrote the concept, produced the shoot, ran paid media and tracked sales for a successful new coffee product launch
- Produced and ran enrollment videos for private schools, including one that led to at confirmed enrollments at a private music college

Marketing Director *(promoted from Web Developer)* | City Leadership *(non-profit)*

Memphis, TN | Aug 2012 – Sep 2019

- Grew from web developer to Director of Marketing at a non-profit that develops and retains talent in Memphis through local partnerships, owning email, social and web
- Helped launch Choose901, the city's talent recruitment and retention program, which grew to roughly 50K email subscribers and more than 100K monthly site visits
- Editorial lead for the Choose901 blog: published 3 to 5 articles a week, coached intern writers, recruited community writers and set content angles to serve the program's purpose
- Led a peak team of about 17 across writing, social media, video, and design
- Ran merchandise drops on Shopify alongside a WordPress site; created and codified the culture deck used to onboard new hires
- Consulted other Memphis non-profits on their marketing

Web Developer | University of Missouri, College of Agriculture, Food and Natural Resources Communications

Columbia, MO | Sep 2009 – Aug 2012

- Published research articles online for a team of writers who translated complex agriculture and animal research into digestible content, often providing editorial photography

- Also provided photography for the University of Missouri School of Law