

DANNY CONNELLY

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Executive Profile

Innovative executive and marketing professional experienced in managing all levels of multiple projects including budgeting and administration. Expected compensation commensurate with responsibilities and set goals.

Core Accomplishments

Co-founded one of the Nation's leading experiential marketing agencies – TEAM Enterprises, Inc. <http://www.teamenterprises.com/>

Supporting actor role as fisherman Dave Ryder in the 2016 Disney movie [“The Finest Hours”](#) starring Chris Pine, Casey Affleck and Ben Foster.

Professional Experience

Ninkatek ACB, LLC

Jan. 2018 – April 2019

- **Chief Marketing Officer. Investor & Board of Advisors (still active)**
- Drive and implement all marketing activities to ensure on-brand positioning and awareness across all aspects of the marketing mix, inbound and outbound.
- Lead and drive marketing communication, ensure clear and powerful messages about the product, brand and value proposition to each market segment.
- Define and coordinate marketing programs for demand creation and lead generation with our sales team and implement lead-tracking and management processes.
- Manage all aspects of marketing planning, budgeting, metrics and reporting.
- Implement and leverage the latest marketing tools and technologies
- Utilize critical market and competitive research to segment and define target markets, refine and improve the product value proposition and implement the best market-penetration strategy.
- Manage creative contractors, external agencies and relationships with marketing services.
- Develop and maintain long-term relationships with industry thought-leaders, marketing associations and advisors.
- Schedule and manage trade shows and industry events.

Marketing Consultant | Actor

Jan. 2009 – 2017

- Consultant to the Greenhouse Agency, Irvine CA., LuminArtz, Boston and others
- Member SAG-AFTRA working as an actor on more than 60 Films and TV Shows throughout New England. Recently in the Disney Film “The Finest Hours”.

TEAM Enterprises, Inc., Ft. Lauderdale, FL

Jan. 1989 – Jan. 2009

- **Co-Founder, Chief Operating Officer**
- Managed sales growth from \$75,000 - \$40,000,000 over 20 years.
- Human Resources - Responsible for over 300 employees in 45 cities.
- Oversaw development of IT system and e-mail protocol, design and maintenance of website, early adoption of SQL for client reporting.
- Oversaw the purchase and sale of Beer.com to LaBatts in 1999. One of the top 10 domain name sales of all time at \$7,000,000
- Investigated legal matters and resolved problems in the field in coordination with corporate counsel.
- Creative Director for company literature and digital presentations plus newsletters for client managed employees.

Education

Bachelor of Science – Communications. Florida State University

Skill Highlights

Proficient in all MS office products. Additional work with HubSpot, Salesforce, Constant Contact, Adobe software and all relevant social media platforms.