

# Kevin R. Sandlin

kevinsandlin@gmail.com | 404-229-3030

## Technology Content Marketer & Strategist

### CURRENT POSITIONS

- **Founder:** [Atlanta Tech Blogs](#) (6/14 - present) - Tech publication for promoting Atlanta's tech startups by promoting their blog posts via email and social media.
- **Founder:** [Pitch Practice](#) (7/13 - present) - Leader of weekly entrepreneurs' pitch meetup: I help entrepreneurs better communicate the value of their startup.

### PREVIOUS EXPERIENCE

- **Head of Marketing at [The Combine](#)** - Lead content, social, email, and event marketing at [The Combine](#) and our portfolio companies. (8/16 - 9/17)
- **Freelance Content Marketer** - Acquired and managed clients, created digital content strategy, created & managed content calendars, created blog, white paper, social content. (5/14 - 8/16)
- **Digital Marketing Instructor:** [General Assembly Digital Marketing](#) (10/14 - 8/16) Digital Marketing, Social, Analytics, and Content, consistently earned NPS scores of >70.
- **Founder @ [cjd8a](#)** - Built rapid data entry document organization service for commercial construction finance using crowd-source and proprietary software. (1/13 - 5/14).

[CWNP, Inc.](#), Atlanta, GA (May '99 – Nov '12) *CWNP was Acquired by Eli Global August 2012*  
**Co-Founder & CEO/CMO** – Founded CWNP with \$500 and grew the organization to be the IT industry standard for Wi-Fi mobility certification and training.

- Founded CWNP as the first vendor neutral enterprise Wi-Fi certification provider.
- Created, developed, and marketed high-stakes, proctored IT certification exams, professional study guides, psychometrically accurate exam questions, ILT course materials, and exam prep materials.
- Created and executed digital content and social marketing strategy to earn customers in 150 countries, deliver 20,000+ exams, sell over 60k study guides worldwide, and earn recognition from all major enterprise Wi-Fi equipment manufacturers.
- Created email newsletter, and grew opt-in list to 150,000 Wi-Fi industry subscribers

[TSI / Western Union / First Data Corp.](#), Atlanta, GA & Denver, CO (Sep '96 – Mar '01)

- **Director of Business Development** – (WU) Led business development in the re-creation of westernunion.com to enable online online money transfer business.
- **Project Manager** – completed due diligence for the company's **acquisition by FirstData**.
- **Product Manager** – (TSI) Product Management of in-house software and customer facing software tools. Managed Client Services, Major Accounts (UPS, Flagstar Bank, SWA), and led the SprintFAX integration team that doubled the business in 90 days.

[ADAM, Inc.](#), Atlanta, GA (Oct '93 – Sep '96)

- **Project Manager** 1995 – 1996: Assisted CEO in conducting due diligence and creating revenue model behind successful IPO to raise \$22M
- **Sales Development Manager** 1993 – 1995: Managed 5-person sales development team.

**EDUCATION:** B.A. (English, Economics) [Presbyterian College](#); M.B.A. (Marketing) [Georgia State](#)