

The FB Group, Inc.

Creating Partnerships for Better Business

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PROFILE

Objective: The FB Group is a dynamic, results-driven business with a proven track record in project management, lead generation, marketing, reservations, customer service, and system integration. We aim to create a positive customer experience and drive business growth. Our expertise spans internal and business-to-business projects, technical and system initiatives, and digital platform development and oversight. We excel in leading cross-functional teams, optimizing marketing outcomes, and driving revenue growth through strategic initiatives. Our goal is to leverage our diverse skills and expertise to enhance business relationships and contribute to our clients' continued success.

CORE COMPETENCIES

- **Project Management Excellence:** Proven ability to develop comprehensive project plans, manage cross-functional teams, and ensure successful execution of multiple projects simultaneously.
- **Lead Generation Expertise:** Skilled in developing and executing multi-channel marketing campaigns to generate high-quality leads and drive customer acquisition.
- **Marketing Strategy and Execution:** Proficient in utilizing market research, customer insights, and digital marketing techniques to optimize marketing strategies and maximize ROI.
- **System Integration with Marketing and Lead Generation:**
 - **Comprehensive Integration:** Seamless combination of CRM, marketing automation, social media, and analytics tools to create a unified and efficient workflow.
 - **Lead Capture and Management:** Ensuring all captured leads are automatically transferred to the CRM system for tracking and nurturing.
 - **Campaign Automation:** Automating marketing campaigns across various channels to ensure consistent messaging and timely follow-ups.
 - **Performance Tracking and Analysis:** Integrating analytics tools to track campaign performance and visualize key metrics, aiding in decision-making.
 - **Enhanced Personalization:** Using integrated data to personalize email content and automate lead nurturing processes based on behavior and preferences.
 - **Social Media Management:** Automating content distribution and monitoring brand mentions to increase engagement and stay responsive.

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- **Lead Scoring and Qualification:** Tracking lead interactions and assigning scores to optimize segmentation and conversion rates.
 - **Seamless Collaboration:** Facilitating smooth transitions between marketing and sales teams by providing unified data and insights.
 - **Performance Optimization:** Ability to generate and analyze performance metrics and KPIs to continuously improve project outcomes and marketing effectiveness.
 - **Reservations, Call Center and Customer Service:** Ability to Manage, script and Develop processes for Reservations, Call Center and Customer Services functions.
 - **Stakeholder Collaboration:** Adept at facilitating communication and collaboration among project team members and stakeholders to align with project objectives.
 - **Legal and Compliance Management:** Knowledgeable in ensuring program compliance and mitigating potential legal issues.
 - **Budget and Resource Management:** Competent in managing project budgets, tracking expenses, and ensuring cost-effective resource utilization.
 - **Gap Analysis:** Expertise in identifying gaps between current performance and desired outcomes and developing strategic plans to bridge these gaps and achieve business objectives.
 - **Digital and Social Media Management:** Expertise in managing and optimizing business profiles on social media platforms to enhance brand visibility and engagement.
 - **Content Creation and Curation:** Capable of creating engaging content for business profiles and marketing campaigns.
 - **Customer Engagement:** Skilled in engaging with followers and responding to inquiries to foster community engagement and customer satisfaction.
 - **Vendor Management:** Experienced in managing vendor relationships and negotiating contracts for marketing services.
 - **Training and Development:** Proficient in developing training materials and conducting training sessions to ensure successful project and marketing execution.

PROJECT MANAGEMENT

- Develop comprehensive project plans, process flows, schedules, budgets, and deliverables.
- Coordinate cross-functional teams to execute multiple projects simultaneously.
- Optimize ROI through performance metrics and KPIs.
- Facilitate communication and collaboration among project team members and stakeholders.
- Ensure compliance with legal standards and mitigate potential issues.
- Plan and execute system integrations with marketing and vendor partners.
- Manage project budgets, track expenses, and ensure cost-effective resource utilization. Conduct post-project reviews to identify areas for improvement.

LEAD GENERATION AND MARKETING

- Develop and execute multi-channel marketing campaigns to generate leads and drive customer acquisition.
- Utilize market research and customer insights to identify target audiences and develop targeted messaging.
- Manage digital marketing initiatives, including email marketing and social media advertising.
- Implement marketing automation tools to streamline processes and improve conversion rates.
- Collaborate with sales teams to develop marketing collateral and sales enablement materials.
- Analyze campaign performance metrics to optimize strategies and maximize ROI.
- Conduct A/B testing and performance analysis to refine marketing efforts.
- Stay abreast of industry trends and best practices in lead generation and marketing automation.

MARKETING AND ONLINE MANAGEMENT

- Manage and optimize business profiles on social media platforms to enhance brand visibility and engagement.
- Develop and implement social media strategies aligned with business goals.
- Create and curate engaging content for business profiles.
- Monitor social media analytics and key performance indicators (KPIs) to track profile performance.
- Engage with followers to foster community engagement and customer satisfaction.
- Manage advertising campaigns on social media platforms to promote products, services, and events.
- Oversee the development and management of online business profiles on community forums, review sites, and industry-specific platforms.
- Respond to customer reviews and inquiries to maintain a positive online reputation.
- Develop and implement community engagement strategies.

RESERVATIONS, CALL CENTER AND CUSTOMER SERVICE

- Expertise in managing and enhancing reservation systems to ensure efficient booking processes and high customer satisfaction.
 - Skilled in setting up and managing call centers both inbound and outbound to handle sales, reservations, inquiries, and customer support efficiently.
 - Developing communication strategies to deliver top-tier service and effectively resolve inquiries, including managing reviews on platforms like Google, Trustpilot, and Better Business Bureau.
 - Creating customer engagement flows to ensure personalized interactions and understanding customer needs.
 - Designing strategies to generate opt-ins and enhance customer engagement, including IVR scripting, integrating FAQs, driving traffic to company websites, and integrating SMS platforms and autoresponder processes to facilitate reservations and confirmations.
 - Developing processes, including generating scripting and promotions, to ensure compliance and enhance customer experience.
 - Integrating various platforms to enhance customer engagement, ensuring a personalized and positive experience.
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- Continuously implementing best practices to enhance service processes and customer loyalty.
 - Expertise in managing campaigns specifically designed to push reservations (Res Push) and setting up compelling offers to drive customer action and increase bookings.
 - Develop Dialer Strategies to increase customer contact and maximize efficiency and effectiveness on the call center floor.

SKILLS

- Project planning and execution
- Call Center Sales, Reservation and Customer Service Setup and implementation
- Customer communications and strategies
- Stakeholder management
- Budgeting and cost control
- Risk management
- Team leadership and coaching
- Communication and presentation
- Agile and waterfall methodologies
- Digital marketing (email, social media, PPC)
- Data analysis and reporting
- Proficient in Microsoft
- Content marketing and SEO
- A/B testing and optimization
- Vendor management and negotiation
- Social media management and analytics
- Online reputation management
- Proficient in CRM Systems and data integration
- Training development and delivery for all Users
- Adaptability and flexibility
- Field Marketing leads and sales
- Lead Campaign Maximization and Auto Responder Management

ADDITIONAL SERVICES

- Field Management Teams available for Lead Generation, Community Relations and Public Relation Events and Lead Generation and Marketing opportunities.
 - Experience includes Face to Face onsite sales and lead generation
 - Teams consists of highly professional and skilled Lead Generation Agents and Field reps
 - Team experienced in Digital Lead Capture
 - Information provided upon request
- Certified Paralegal focused on Vendor Contracts for Resort Operations (prices available upon request).

PREVIOUS EXPERIENCE AND PARTNERSHIPS

- **Take A Break Travel (2017-current):** Lead Generation and Marketing Management, Project management including system rebuilds, digital platform development, and social media integration.
 - **Vacation Village Resorts/Berkley (2012-2020):** Lead Management and Marketing Support, system development, and digital lead capture integration.
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- **Bluegreen (2006-2014):** Lead Management and Marketing Support, Marketing Campaign system integrations, and campaign management.
 - **The FB Group, Inc. (1998-2006):** Lead Management and Marketing Support, development of Lead Management software.
 - **Vacation Break (1991-2002):** Various roles including Reservations Agent, Call Center Management, Training Director, and Lead Generation and Marketing Director.
 - **Spirit of Women South Florida: (2015-2019)** Field Management generating awareness through networking events including logistics, event staffing, organizing, mailers, distribution of campaign literature and lead capture and management.
 - **Country Club of Coral Springs Event Planning Committee: (2022-current)** Organizing Club Events including setup, logistics, mailers, newsletter, fundraising opportunities, integration between local community organization for networking opportunities.
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