

Jeffrey James Kingman

As a leader, marketer and former competitive chef, I've evolved into an entrepreneur and creative firestarter. With a passion for community building and exploration, I embrace travel, adventure and the outdoors. As a thinker and strategist, I navigate the blended realms of brand communications, business intelligence and AI, bringing a technophile's touch to the business landscape.

EXPERIENCE

The Jeffrey Kingman Co., Inc. — Founder

November 2024 - Present

Complete rebrand of BRANDgrater, LLC.

BRANDgrater, LLC — Founder & CEO

May 2022 - October 2024

Global full-service brand communications agency (startup), with clients across North America and from Europe. Self-funded, with 110% revenue growth from client #1 over 18 months.

JEMSU — Business Development Executive

Mar 2021 - May 2022

Colorado based specialty digital agency, focused on SEO and PPC. Achieved sales quotas consistently by exploring new revenue avenues through a combination of external and internal sales approaches.

Mountain High Outfitters — Multi-Unit Corporate Sales Coach

Nov 2019 - May 2021

Served as an experienced outdoor recreation sales coach to a largely millennial sales force. Multi-state, multi-location and ecommerce outdoor industry retailer.

Camacho Associates — Senior Director of Marketing & Business Development

Feb 2018 - Jan 2020

Marketing Director and Corporate Chef for a mature and established international foodservice facility design agency. Clients included hotels, sports (i.e., Atlanta's Mercedes Benz Stadium), education, healthcare, commercial, government and hospitality. Lifted annual revenue 17% over two years.

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OBJECTIVE

Eager to contribute my expertise in brand communications, encompassing marketing, advertising, and PR, within an established organization. Ideally pursuing a fractional C/V-level role to drive growth and foster effective communication strategies.

PAST CLIENT LIST

Pepsico, Alaska Seafood Marketing, Angostura Bitters, Denny's, Perkins+Will, tvsdesign, NELSON/Wakefield Beasley, Niles Bolton, US Veterans Administration, LS3P, Cooper Carry, HKS, Firehouse Subs, WhichWich, MOOYAH Burgers, Salsarita's Fresh Mexican, Anthony's Coal Fired Pizza, Pizza Fusion, Boudin Bakery, FCSI Foodservice Consultants Society International, National Restaurant Association

Arreva — Director of Client Services & Business Development

May 2017 - Dec 2017

International SaaS platform in the nonprofit tech vertical. Consistently met quotas while sourcing new revenue opportunities through a hybrid outside and inside sales methodology.

Foodable Network/DigitalCoCo — Senior Director of Business Development & Client Success, Chief of Staff

Sep 2011 - Apr 2017

International trade media publisher and hyper-growth digital marketing and business intelligence agency at the leading edge of social media management, digital data intelligence, and location-based marketing. W-2 hire #2 and founder's chief of staff; organization grew to 22 W-2 staff in six years.

In 2011, DigitalCoCo built a proprietary business intelligence large-language model named the Restaurant Social Media Index (RSMI), harvesting 7TB of data per day from 24 social network platforms (Facebook, Twitter, YouTube, etc) and parsing data sets through >250K food industry keywords. This provided actionable data to build highly creative digital marketing strategies for clients. In 2012, DigitalCoCo won a patent for location-based marketing technology, pairing beacon geo-fencing at POS registers with the RSMI, resulting in a 10-fold-plus increase in effectiveness in creative digital marketing strategies.

In late 2013, DigitalCoCo rebranded to Foodable Network - a combined digital agency and trade media publisher. In 2016, Foodable Network published over 300 broadcast quality, 20+ minute episodes across nine owned shows (often with significant travel).

I was responsible for all new business development, client renewals, and was an active editorial and knowledge-expert contributor to content creation. Responsible for key and primary management of all client relationships to ensure client and agency successes.

Chalkboarder — Owner

Jun 2009 - Sep 2011

Founded a boutique social media consultancy focused on the foodservice industry. Managed social media accounts for a half-dozen regional and national suppliers to the foodservice industry.

Additional Prior Management Experience

In 2009 I pivoted from a 22-year career in culinary management to brand communications. In my prior culinary career, I successfully performed in

PAST CLIENT LIST (cont)

National Restaurant Association Educational Foundation, Oregon Restaurant & Lodging Association, Dessert Professional Magazine, Coffee Fest Tradeshows, Nicky USA, Rossmönster, Trelino, ROC Trailers, Fishman Group Properties, Georgia Strength Compound, Kin No Tori and many more.

EDUCATION

Boston Architectural Center (1998-2001)

Full-time sabbatical studying architecture and interior design while working full-time for a 100-year-old Boston design firm.

Western Culinary Institute (1989-1991)

A.A. Culinary Arts concurrent with a 3-year informal apprenticeship to an internationally competing Certified Executive Chef.

College of San Mateo (1982-1985)

Near-complete associates in business management. Student Body President (20K student population).

multiple Executive Chef positions across Oregon, Washington, Massachusetts, New Hampshire and Maine. My culinary career was at the forefront of the organic, farm-to-table, and sustainability movements from the first Executive Chef position (1993-1995). In the early years, I concurrently served eight years as a Non-Commissioned Officer in the Army National Guard.

Significant C, V and D-Level Networks Across Industries

Skillsets

ChatGPT, Sharepoint (MS365 Suite), Google Workspace, Adobe Creative Cloud, Google Analytics, Google Search Console, Google Business Profile, Meta Business Suite, Microsoft Advertising, Bing Webmaster, Ahrefs, Spy Fu, Moz Pro, SEMRUSH, Agency Analytics, Hubspot Marketing and CRM, Salesforce, ClickUp, RingCentral, ESRI ArcGIS, Canva, Envato, LinkedIn Advertising, Wordpress, Bluehost, GoDaddy, Loom, MURAL, and others.

I am fascinated with AI, and creativity and productivity tools.