

# KEEL RUSSELL, M.S.

Marketeer | Strategist | Entrepreneur | Army Veteran

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Coconut Creek, FL



## EXPERIENCE

### Founder & CEO

#### Umbree Rain Gear

- ongoing Location

Umbree Rain Gear, a D/B/A of icyTalent Group, is a veteran owned rain gear company most notably known for its stylish, smart apparel, and tastefully fashionable umbrellas.

- In 2015, I was able to successfully close a 16 store deal With Wal-Mart Stores. The deal was later expanded into 78 Super Wal-Marts.
- Went through a name change from Summer Blossom to Umbree for women and Umbro for men, which eventually led to Umbree.
- Developed our first line of umbrellas in 2013 after a trip to China
- Designed and prototype two patentable ideas

### Founder & Sr. Marketing Advisor

#### Orange Lab Media Group, LLC.

Nov 2015 - ongoing Margate, FL

A full-service digital marketing agency with over 10 years of combined: marketing, advertising, digital art and animation, multimedia, and web technology experience working in small agency environment

- Leading the company's product development and brand initiative.
- Responsible for design, development, and implementation of consumer research.
- Led the developed and implementation of annual marketing plans that resulted in consistent sales growth.
- Development & review creative strategies that include relationship marketing, interactive media marketing, promotional marketing, branding & design, and social media outlets.
- Running campaigns across multiple channels and mediums including print, online, multimedia and advertising.

## EDUCATION

### M.S in Management Information Systems

#### Florida International University

Aug 2010 - Dec 2011

### M.S. In Marketing

#### Florida International University

Jan 2017 - Dec 2017 Location

## LIFE PHILOSOPHY

As a social entrepreneur and philanthropist by heart, I believe I can change the world by developing socially driven products and services.

## ARMY CAREER

### United States Army

Served in the Army Reserve for over 12 years of service, one deployment to the Middle East in support of Operations Iraqi Freedom

## PASSIONS

### Manufacturing

### Consumer Goods

### Digital & Retail Sales

## DIGITAL SKILLS

Strategies

Branding

Marketing

Analytics

E-Commerce

Business Development

Growth Strategies

Manufacturing