

Kai Ammons

AUTOMOTIVE TECHNOLOGY AND DEALERSHIP OPERATIONS

Mission, TX | (956) 429-8898 | kai@newagemarketing.solutions

McAllen / Rio Grande Valley | Austin | Remote | Open to travel

I want to bring my dealership, analytics, and software-development experience to an automotive technology company building better tools for dealers. My background spans corporate BDC and digital marketing, in-store leadership, and custom software. I understand dealership data sources, how systems connect, and how reports are built. I turn that data into insights and visual dashboards, automating data collection and reporting around the way teams work. I also understand how dealers evaluate products, approve contracts, and use the software every day.

PROFESSIONAL EXPERIENCE

Bert Ogden Auto Group

2022 - Present

Automotive Systems & Solutions Lead

- Expanded Data Management Specialist responsibilities into software development and systems integration, building custom tools that extend dealership platforms.
- Create in-house applications and dashboards that bring business data together and help teams identify issues and act on findings.
- Introduce AI applications across departments, matching new capabilities to practical needs in the business.

Business Development Center Director | Prior role

- Led the dealership's BDC and supported day-to-day sales operations, turning company-generated CRM opportunities into customer conversations and appointments.
- Audited team outreach and coached staff to increase follow-up volume while improving the relevance, thoughtfulness, and quality of customer messaging.
- Administered dealership product accounts and trained BDC and sales staff on system use, CRM workflows, and more effective follow-up.

Data Management Specialist | Earlier group role

- Supported the group leader overseeing BDC and digital marketing, carrying out cross-department projects with advertising and technology partners.
- Onboarded and administered products across sales, service, parts, BDC, digital marketing, and I.T. Systems, including integrations and phone and tracking-number setup.

Stomar Marketing & Strategy, LLC

2021

Director of Marketing & Analytics / CTO

- Managed creative and analytics staff, overseeing videography, editing workflows, and campaign delivery.
- Worked directly with clients and the web team to translate project needs into coordinated video, digital content, and website work.

New Age Marketing Solutions LLC

2021

Founder & CEO

- Founded a marketing business managing client campaigns, social content, and ad budgets.
- Developed an interactive residential-subdivision web tool and connected print campaigns to digital content through QR codes and tap-to-open materials.
- Left the venture to collaborate with Stomar's founders on their startup.

CJE Construction & Carranza Development

2020 - 2021

Marketing & Creative Lead

- Led marketing and creative production as the sole marketer, working with ownership.
- Planned and executed Facebook, Instagram, YouTube, and Google campaigns; managed social accounts, website updates, events, and print advertising.
- Created graphics and video in Adobe Photoshop, Illustrator, After Effects, and Premiere Pro.

Expeditors

2019 - 2020

Sales Operations Administrator

- Prepared client presentations, Excel analysis, and sales reporting; assisted management with Power BI visualizations and organizing departmental information.

EDUCATION**The University of Texas Rio Grande Valley****Robert C. Vackar College of Business and Entrepreneurship****Degree in Marketing | Branding and Communication Certificate**

- American Marketing Association: Graphic Design Chair.
- Engaged Scholar Award: Created a research documentary presented at undergraduate research events in Oklahoma and South Texas.