

Driving significant results through the leadership of marketing strategy and high-impact campaigns

- *Seasoned Marketing Executive and Strategist*
 - *Developing and Launching Marketing Campaigns*
 - *Skilled in Campaign Analysis and Improvement*
 - *Managing Relationships with Clients*
 - *Builds and Leads Strong Teams*
 - *Administering Multimillion Dollar Budgets*
 - *Experience in International Markets*
 - *Innovating Experiential Marketing Strategies*
- Experienced Marketing Leader with expertise building and leading effective marketing strategies that increase revenue, promote customer engagement, drive brand awareness, grow market shares, and propel competitive differentiation.
 - At INFUSEmedia, served as the architect of a scalable B2B agency partnerships strategy that has served as the foundation for seven-figure net-new revenue channel (Onboarded 70 new agencies in FY). Leads marketing operations focused on agency partnerships and supervises a high-performing team to achieve exceptional campaign delivery.
 - Lead the development of creative marketing plans, optimal strategies, and communications campaigns that increase brand awareness, spark engagement, and maximize sales. During tenure with 160over90, oversaw the development of brand marketing and sponsorship campaigns for USAA, VISA, and Lowe's valued at over \$35MM targeting the NFL, eSports/Gaming, music festivals and entertainment, professional and collegiate sport properties, and endurance events.
 - In role with Amazon, owned 1P strategic relationship with retail brands within the Consumer Electronic segment. Drove organizational growth and P&L ownership. Promote customer success by building high-performing teams, securing organizational goals, forging solid relationships that boost seller satisfaction and deliver billions of dollars in annual revenue.
 - A demonstrated record of success establishing strong and effective marketing programs in a series of roles with INFUSEmedia, Amazon, 160over90, Showtime Networks, and Red Bull North America.

Professional Experience

February 2023 to Present • INFUSEMEDIA • Remote

INFUSEmedia is fully integrated, B2B marketing agency with expertise in demand generation, content marketing, SEO, and advertising solutions that help companies accelerate their pipeline.

Senior Manager, Strategic Agency Partnerships (Remote)

Joined the agency in a net-new role, building a scalable agency partnerships strategy, and team, for the US market that has served as the basis for six-figure revenue. Orchestrates and executes agency partnerships-focused marketing operations while motivating and coaching a high-performing team Agency Relationship Managers. Sourced, recruited, pitched, negotiated, and closed partnerships with service providers. Introduced scalable processes for data-driven decision-making while working with senior leaders to align the agency partnerships strategy with the overall vision of INFUSEmedia.

- *Developed and executed a high-impact agency partnerships strategy, delivering a forecasted go-to-market plan that generated six-figure net-new revenue opportunities. Orchestrated and managed a robust agency and relationship pipeline, contributing to 9-figure total annual program revenue. Onboarded 70 new agencies in 1st FY.*
- *Spearheaded the sourcing, recruitment, pitching, negotiation, and closure of partnerships with media agencies and DSPs, resulting in multi-million+ top-line revenue. Employed a data-driven approach to identify and cultivate partnerships, showcasing an entrepreneurial spirit and quantitative prowess in go-to-market sales strategies.*
- *Prospected, cultivated, and finalized partnerships with media agencies and DSPs, resulting in multi-million+ in top-line revenue. Utilized data-driven insights to identify, recruit, and negotiate partnerships with service providers, demonstrating entrepreneurial spirit and a structured, quantitative approach to go-to-market sales strategies.*
- *Utilized structured, data-driven methodologies to fortify relationships with existing and potential partners. Delivered bespoke solutions and support for B2B digital marketing campaigns, conducting Quarterly Business Reviews (QBRs) to drive go-to-market sales strategies and quantitative analysis*
- *Led, coached, and mentored a high-performing team of 4 Agency Relationship Managers, ensuring the successful go-to-market execution of agency partnerships-focused marketing operations.*

May 2022 to December 2022 • AMAZON • Seattle, WA

Amazon.com, Inc. is an American multi-national technology company that generates \$469B+ in annual revenue by delivering e-commerce, cloud computing, online advertising, digital streaming, & artificial intelligence solutions to its customers.

Manager (L6), Customer Success Management (Remote)

Served in a key leadership role by mentoring, coaching, and training a 6-member team of direct reports, including Senior Managers & Managers. Drive organizational growth for the Consumer Electronics segment within Amazon's Vendor Services (AVS) 1P (first party) division – managing (18) 1P retail accounts delivering \$1.1B in annual sales. Managed vendor enrollments (SaaS) & contracts, through pipeline forecasts to develop a growing pipeline and book of business. Consistently create and launch optimal strategies to deliver positive results for sellers. Recommend process improvements that eliminate obstacles and enhance overall customer experiences across multiple channels, featuring product selection expansion, merchandising strategies, brand positioning, and quality.

- *Forge solid relationships with senior leaders at (18) different Fortune 500 companies, earning recognition as a trusted advisor & business advocate by establishing team strategies to sharpen growth. Closed \$6.1M in program fees in 2022.*
- *Drove incremental program revenue of \$5.12M through pitching, negotiating, and selling-in incremental media campaigns.*
- *Managed sales renewal/prospect pipeline of (69) contracts that generate \$5.95B in annual Gross Merchandise Sales (GMS).*
- *Structured GTM ecommerce brand plans, utilizing IRI/Nielsen (et. 1P/3P data) that drove full-funnel .com conversion*
- *Prospected and upsold new business opportunities, such as Amazon Insights – driving \$1.2M in top line revenue.*
- *Functioned as Hiring Manager for 6 direct reports, promoted 2 through professional development, constructive feedback, and relationship building. Mentor and train employees by designing and executing an effective Performance Improvement Plan (PIP) to improve overall performance and maximize productivity.*
- *Collaborated with a centralized Business Intelligence (BI) team to steer data-driven decisions and impact organizational alignment across key accounts. Lead the successful system migration for Salesforce by instituting accurate BI reports to redefine team performance.*

September 2019 to May 2022 • 160OVER90 • Los Angeles, CA

160over90 is a leading marketing agency offering expertise in advertising, branding, experiential, brand partnerships, public relations, and communications. The agency operates offices in New York, Los Angeles, London, Hong Kong, and Sydney.

A demonstrated record of success and achievement, marked by a series of promotions to positions of increased influence, authority, and accountability.

2021 to 2022: Senior Manager, Brand Marketing and Sponsorships

Fulfilled a critical role in overseeing the strategic planning and execution of brand marketing and sponsorships on behalf of USAA, VISA and Lowe's, key clients, with accountability for a portfolio valued at \$55MM in sponsorship rights fees and annual activation budgets in excess of \$15MM. Effectively managed a team of four marketing specialists.

"I've come to know Kyle very well and have depended heavily on him through countless projects we ran together. Kyle's energy and tenacity highlights him as a natural leader among his peers. His work ethic is second to none and always completes his tasks before moving onto the next."

Quote from Former Colleague

- *Served as the architect of marketing and activation strategies targeting the NFL, eSports/Gaming, music festivals, professional and collegiate sports, and endurance properties. Measured ROI for each program to identify opportunities for improvement.*
- *Credited with innovating multimillion dollar sponsorship programs that bolstered the visibility and influence of USAA and VISA among viewers and participants in the Call of Duty League, G-LOOT, NFL and Carolina Panthers, Steam, the Army-Navy Game, Spartan Race, and other properties.*
- *Facilitated the flow of key information and communication between internal and external stakeholders, ensuring the success of advertising, public relations, influencer engagement, experiential marketing, and shopper program campaigns.*
- *Arranged paid media and advertising campaigns to serve as the basis for successful lead generation and CRM strategies.*
- *Recognized for consistently delivering results, leading to additional business for the agency encompassing an estimated \$1.5MM in additional revenue.*

2019 to 2021: Account Manager, Brand Marketing and Sponsorships

Hired to lead the negotiation and management of sponsorships on behalf of clients, increasing brand visibility at professional and college sports events, eSports competitions, festivals, and endurance sports events. Led the end-to-end project management of marketing campaigns, supervising a remote team with members in different time zones while overseeing timelines, budgets, scope changes, and deliverables.

- *Negotiated, planned, and directed large-scale programs and events to enhance commitments for 20+ client sponsorships.*
- *Engaged with clients to review and secure approvals of activation strategies, developing creative briefs and POVs.*
- *Improved ROI and met client expectations by partnering with properties for sourcing, negotiation, and contract execution.*

January 2018 to September 2019 • SHOWTIME NETWORKS INC. • Los Angeles, CA

Showtime Networks Inc. is an entertainment company that oversees the company's premium cable television channels, including its flagship service Showtime.

Affiliate Sales & Marketing Manager

Directed sales, marketing, and brand strategies with a focus on maximizing subscriber growth and revenue in the Philippines and Central America, supervising nine direct reports delivering results in B2B, MDU, D2C, and OBTM channels. Reinforced international sales capabilities by building consulting agreements with outside agencies.

- *Produced \$370M in revenue by developing direct sales strategies. Attained \$150M in revenue during the first year of hire by implementing Showtime direct sales offers in the Philippines. Launched creative Go-to-Market plans to drive brand awareness.*
- *Directed multiple sales channels (B2B, MDU, OBTM, and D2C) and a team of 9 for execution of sales initiatives leading to \$370M in annual GMS.*
- *Cultivated cross-cultural relationships with key stakeholders, clients, and vendor partners; traveled domestically and globally 70% of the time.*

September 2012 to January 2018 • RED BULL NORTH AMERICA • Santa Monica, CA

Red Bull North America produces and distributes the Red Bull energy drink throughout North America

Regional Marketing Operations Coordinator (Promoted)

Student Brand Manager

Managed regional event logistics programs and executed experiential marketing campaigns at major high-profile events that included Coachella, EDC, Sasquatch, and Outsidelands, with authority over all facets of logistics, branding, and production. Directed the efforts of 40 part-time employees and five vendors to successfully produce more than 700 groundbreaking brand marketing events.

- *Managed 40 part-time employees to implement and produce over 700 innovative brand marketing events.*
- *Led experiential marketing tactics through management of event logistics operations, branding, and production from RedBull owned and 3rd party festivals such as Coachella, EDC, Sasquatch, and Outsidelands.*
- *Administered an RFQ process to select 3PL providers to support events, representing \$1.4MM in spend. Additionally, oversaw \$1.2MM in spend with 11 3PL providers across 20 states.*

June 2015 to November 2021 • Military Service (Veteran)

Medical Operations Officer (Captain), United States Army Reserves

Education

UNIVERSITY OF ILLINOIS AT CHICAGO

Bachelor of Science Degree in Health Information Management

Varsity Team – NCAA Division I Men's Gymnastics