

Kyle Kidwell

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EDUCATION

B.B.A. in Marketing, University of Cincinnati, Lindner College of Business

SKILLS

Google Ads Certified, Google Analytics, Google Search Console, Microsoft Ads, Kenshoo, SpyFu, WordPress, Wix, Squarespace, Microsoft Teams, Facebook Ad Manager, Hootsuite, Simpli.fi, Centro, Gimp, TapClicks, Prisma, NetSuite

WORK EXPERIENCE

Senior Search Specialist, Empower Media Marketing (Apr 2021 – Present)

- Pioneered all search efforts for Bush's Beans, Rust-Oleum, and Ashley HomeStore, including traditional search, YouTube, GDN, and e-commerce marketing (Amazon, Walmart, Criteo)
- Proposed new, cutting-edge strategies blending retail media and traditional search, display & video tactics
- Established system for weekly Amazon reporting that decreased client billable hours by 75%
- Led internal & client training sessions on Google Ads platform, including follow-up agenda items

Digital Marketing Manager, E3 Local Marketing (Aug 2020 – Apr 2021)

Cincinnati, OH

- Piloted DSP transition to self-management from full-service, including communication with support and tracking pixel implementation, resulting in lead generation increase of 1525% in the first month
- Recommended and implemented diverse a/b tests to achieve various KPI goals
- Led team meetings to identify new industry knowledge & updates (TikTok Ads, Hulu self-service, IOS 14 update, etc.) and recommended adjustments to realize the brand vision & meet annual sales goals
- Collaborated with clients to leverage brand CRM data into trackable action items & optimizations
- Evaluated effectiveness of marketing attribution models & conversion values to maximize data integrity

Sr. Digital Media Strategist, E3 Local Marketing (Aug 2019– Aug 2020)

Cincinnati, OH

- Created annual & monthly marketing plans for key local & national clients
- Educated clients on creation, editing, management, organization and optimization of web content
- Worked with various teams to define digital execution best practices & trained teammates to implement
- Crafted audience segments for funnel-building & lead nurturing using data from providers like Nielsen & Oracle
- Led development and implementation of all Google Ads programs including highly localized search, shopping and video ads
- Led design & implementation of company-wide reporting through TapClicks, created weekly and monthly automated data visualization reports and trained account managers on accurate storytelling
- Uncovered analysis-driven automation best practices for Google Ads and implemented daily rules & scripts
- Routinely performed demographic research for new customer avatars following predefined policies & procedures

Owner, Stolen Ground Media (Jan 2020 – Present)

Cincinnati, OH

- Wrote and scheduled weekly blog posts & emails to stimulate thinking in the digital marketing community
- Designed and launched professional blog website, maximizing optimal SEO architecture and tracking techniques
- Managed budgets, reporting, avatars, invoicing and account setup for multiple clients monthly