

Kyle Sandsmark
858.229.0178
kyle.a.sandsmark@gmail.com

SUMMARY:

I am a strategic senior marketing professional with over 13 years of proven experience implementing marketing strategies for companies ranging from small businesses to Fortune 500 companies. I possess the critical knowledge and marketing experience to expand brand awareness, increase sales and achieve company objectives.

AREAS OF EXPERTISE:

- **Strategic Planning:** Proficiency in developing and managing company roadmaps focused on acquisition, monetization, retention, and re-acquisition.
- **Marketing Channel Development:** Expertise implementing strategic programs across digital marketing channels (SEO, paid media, remarketing, social media, mobile, video, and email marketing) at all stages of customer lifecycle.
- **CRM, Sales & Database Management:** Experience in targeted database marketing, customer lifecycle monetization, automated marketing programming, and incorporating insights into business strategy.
- **Analytics:** Proficient in analyzing market research and trends resulting in positive campaign ROI. Experience using analytics tools such as Google Analytics, Google AdWords, Adobe Omniture, and MicroStrategy Analytics.
- **Product Marketing:** Manage cross-functional teams through product development from concept to launch.
- **Proven Leader:** Build high performance teams by hiring, developing and motivating skilled professionals. A proven track record of engaging in innovative product strategies, new channels, new technology, and cutting-edge tactics in an ever changing, fast paced environment.

PROFESSIONAL EXPERIENCE:

Guild Mortgage, San Diego, CA – leading independent mortgage lender in the US **2016 – Present**
Director, Digital Marketing

- Develop strategic marketing strategies to acquire leads and distribute to the correct sales representative.
- Oversee company website by providing direction on vision, prioritize areas of focus, specific input on content/design as needed.
- Manage a team that leads marketing campaigns to drive lead generation and meet corporate objectives.
- Develop metrics and strategically evaluate effectiveness of digital marketing programs and campaigns.
- Manage enterprise-level partnerships with external partners on development of co-marketing channels, promotional programs, and lead generation strategies.
- Successfully launched email lifecycle marketing via HubSpot to activate, reactivate and retain customers.

AMN Healthcare, San Diego, CA – leader in healthcare staffing **2015 – 2016**
Senior Manager, Digital Marketing Operations

- Managed integrated marketing strategies across all digital verticals that increased total visitor traffic by 48% and conversions by 24% year-over-year.
- Increased social media reach by 30% & social media engagement by 20% year-over-year.
- Managed marketing operations budget, calendar, briefs as well as two outside vendors, one consultant and seven direct reports.
- Led analytics efforts to develop predictive analytics model by analyzing historical data to develop forecasting dashboards and define ROI.
- Managed email marketing lifecycle program using Pardot to activate, reactivate and retain customers that increased email engagement by 15% and generated a 24% increase in conversion rate year-over-year.

Sony Online Entertainment, San Diego, CA - a division of Sony Corporation

2012 – 2014

Manager, Marketing

- Developed and executed marketing roadmap for the industry leader in online game development & publishing across multiple products in both domestic & international markets.
- Managed digital marketing budget that year-over-year increased web traffic by 45%, increased click-through rate by 20%, and increased online acquisitions by 10% by developing an integrated online campaign of paid advertising, social media, video content, and influencer marketing.
- Developed brand ambassador and influencer program by creating content that educated prospective customers and developed a sense of community for loyal customers.
- Managed a marketing team with internal groups including public relations, social community, web development, audio visual, creative services, customer relationship management and e-commerce.
- Responsible for monthly business review presentations to marketing & executive teams.

Fitness Quest 10, San Diego, CA (top 10 gym in America)

2009 – 2011

Manager, Marketing

- Developed an integrated marketing strategy that leveraged in all marketing channels.
- Worked with high profiles from professional sports leagues including NFL, MLB, and NCAA.
- Managed a team responsible for executing an integrated social plan that increased our social media following by 9,000 and increased company awareness by 20% within the first two quarters.
- Oversaw company's brick and mortar and digital retail apparel and products.
- Managed customer focused company events and industry related trade shows.
- Managed public relations campaigns and developed relationships with local media leading to several featured stories that supported brand awareness.

Red Door Interactive Agency, San Diego, CA – a marketing & advertising agency.

Summer, 2008

Analyst, Marketing Research Intern

- Managed and developed a plan leading to high levels of lead conversion.
- Led market research tactics through grassroots marketing used to analyze qualitative data and developed situational analysis to optimize key initiatives.
- Conducted SWOT analysis designed to scope the competitive landscape.

Woodson Development, San Diego, CA - commercial real estate & golf course

2004 – 2007

Coordinator, Marketing & Sales

- Organized and managed annual golf events.
- Solicited golf packages by online advertising and onsite sales.
- Awarded Sales Employee of the Year.

PROFESSIONAL GROUPS:

American Marketing Association, San Diego Chapter

2016 – Present

VP, Marketing Communications

- Serve in a leadership role on the San Diego AMA Chapter board advancing the website, content development, email communications, and overall integration of communications.
- Manage website content development include homepage design, event marketing, volunteer appreciation, and sponsorship appreciation.
- Lead a team responsible for managing/deploying weekly emails.

EDUCATION:

San Diego State University, Bachelor of Science Degree, Marketing emphasis in Integrated Marketing Communications

TECHNICAL SKILLS:

Microsoft Office Suite, Google Analytics, Google AdWords, Adobe Omniture, MicroStrategy, Salesforce, Pardot, HubSpot, YesMail, Infusionsoft, Hootsuite, Radian6, BrightEdge, JIRA, Ektron, and Wordpress.