


KYLE PETZINGER

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SAN DIEGO, CA 

LINKEDIN.COM/IN/KYLEPETZ 

SENIOR PERFORMANCE MARKETING PROFESSIONAL

≡ PROFILE

10 years experienced, metrics-driven performance marketer with 4 years people management experience. Deep expertise in executing all aspects of a performance marketing strategy. Veteran in paid search, with a demonstrated ability to show incremental ROI. Comfortable managing multimillion-dollar omnichannel budgets, collaborating with cross-functional teams, & communicating to the C-level.

≡ SKILLS

GOOGLE SEARCH ADS 360
ADOBE ANALYTICS
GOOGLE ANALYTICS 360
MARKETING ATTRIBUTION
ADVANCED MICROSOFT EXCEL
SALESFORCE.COM
PAID SOCIAL ADVERTISING
OMNICHANNEL BUDGETING
DATA ANALYSIS
CRO & A/B TESTING
AFFILIATE MARKETING

≡ EDUCATION

BS | BUSINESS - MARKETING
University of Phoenix, San Diego, CA

Cal Pol, San Luis Obispo, CA

≡ PROFESSIONAL EXPERIENCE

SENIOR DIGITAL MARKETING MANAGER ESET | SAN DIEGO | 2017 – PRESENT

Manage, hire, and lead a team of 7 highly analytical growth marketing professionals across analytics, SEM, display, paid media, affiliates, UX, CRO, and email. Own \$3.5M+ online advertising budget, driving incremental ROI & increased ROAS. Oversee holistic customer acquisition & retention strategy for both the D2C ecommerce store & B2B IT demand generation.


- Over 4+ years, drove D2C e-commerce revenue growth from \$17M/year to \$28M/year through paid media diversification, SEO improvements, CRO, and CLTV-focused A/B testing.
- Grew paid channels from search-only to multi-channel, including video, connected TV, social, display, & podcasts.
- Drove 15% SQL increase + 40% cost per SQL reduction by restructuring paid search accounts & finding bid efficiencies.
- Restructured B2C paid search accounts & improved creative to drive the equivalent amount of revenue for 60% the cost.
- Developed 12–36-month strategic performance marketing plans, including measurement framework & budget allocation.
- Led global Google Analytics 360, Search Ads 360, Google Data Studio, Display & Video 360, and Funnel.io implementation.

LEAD, PAID MEDIA IPROSPECT | SAN DIEGO | 2014 – 2017

Client-facing leader of several high-profile PPC client accounts (Intel, NetApp, Sonos, Sitecore, McAfee, and more), totaling over \$40M in annual global digital advertising. Directly manage & mentor one associate's workload and professional development.

- Improved Sonos' ROAS by 25% through SEM account restructure, extensions revamp, and audience-based cross-sell.
- Developed and nurtured YouTube TrueView & Facebook campaign for NetApp, in client partnership with the NFL.
- Led implementation & architecture of Google Search Ads 360 deployment across numerous clients.
- Drove expansion of NetApp's investment into display & social remarketing, driving 15% incremental lift in MQLs with only 5% budget increase.

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SENIOR PERFORMANCE MARKETING PROFESSIONAL



PROFESSIONAL DEVELOPMENT

EXECUTIVE PRESENTATION

PUBLIC SPEAKING AT CONFERENCES

DIVERSITY & INCLUSION TRAINING

VENDOR & CONTRACT MANAGEMENT

HIGH-PERFORMANCE COACHING

GOAL/OKR CREATION & TRACKING

ORGANIZATIONAL STRUCTURING

TEAM-BUILDING



ADDITIONAL EXPERIENCE

PPC MANAGER

IMATRIX | SAN DIEGO | 2013 – 2014

Oversaw, optimized, and created start-up clients' paid search accounts, totaling >\$250K/month. Led coaching & training of account managers & sales teams on paid media best practices & strategies.

- Improved paid search campaigns standards resulting in a 40% rise in CTR, leveraging findings & optimizations across clients.
- Scaled efficiencies across 120+ accounts through algorithmic automation, scripts, and A/B testing.
- Optimization efforts led to higher company positioning within the Google Partners program, one of the company's major company key performance indicators.

ONLINE MARKETING MANAGER

RAPID REMODEL | SAN DIEGO | 2012 – 2013

Established brand footprint and focus strategic direction for this home improvement start-up. Directly managed all paid media advertising campaigns across various channels with a budget of \$200K per year. Collaborated on marketing & brand direction with company CEO.

- Created SEM keyword-focused landing pages, resulting in a 40% reduction in CPCs and higher on-page engagement.
- Analyzed web & social media analytics data to optimize content, ad spend, and keyword focus.
- Launched, maintained, and drove engagement on Facebook, Instagram, Pinterest, & Twitter.

MARKETING MANAGER

SHOWING SUITE | SAN DIEGO | 2011 – 2012

Oversaw all aspects of marketing, including SEO, PPC, social media management, customer acquisition, PR, website design, lifecycle marketing automation, and product marketing.

- Instituted a combined SEO/PPC search strategy, resulting in a 40% increase in organic visits, and a 20% increase in paid media generated product trials.
- Overhauled marketing automation segments, templates, and triggers, resulting in a 3X increase in CTOR & 2X increase in CTR.