

Kyle Petzinger

Senior Growth
Marketing Leader

Contact

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kylepetzinger.com

Skills

Search Advertising



Excellent

Paid Social Advertising



Excellent

Affiliate Marketing



Excellent

Programmatic Display & Native



Very Good

OTT/CTV



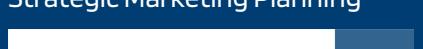
Excellent

Public Speaking



Very Good

Strategic Marketing Planning



Very Good

Budgeting & Financial Planning



Excellent

Strategic, metrics-driven performance marketer with 11 years total and 5+ years of people management experience. Deep expertise in executing all aspects of a performance marketing strategy. A veteran in paid media with a demonstrated ability to show incremental ROI. Direct experience managing \$20M+ omnichannel budgets, collaborating with cross-functional teams, & communicating to the C-level.

Work History

Feb 2022 to
July 2022

Director of Growth Marketing

Sunbasket – San Diego, CA (Remote)

Managed a team of 2 direct reports and 4+ agencies, driving all aspects of paid & organic user acquisition. Managed media plan & budget of \$20M with activations in search, social, display, & more.

- Managed media within target CAC while optimizing for LTV.
- Worked with media mix modeling tool to overcome ATT attribution challenges & ensure ideal channel mix.
- Managed the front-end CRO function, driving incremental conversions through Design Thinking-driven experiences.
- Mapped customer acquisition strategy to defined target personas, aiming for maximum LTV across channels.

July 2021 to
Feb 2022

Director of Growth & Digital Marketing

ESET – San Diego, CA

Managed a team of 7 direct reports across paid acquisition (CTV, SEM, affiliates, social, display, and more), analytics, SEO, UX, CRO, and email/CRM. Drove the strategic direction & execution of all growth marketing efforts in ESET's North American market.

- Onboarded a holistic marketing & financial planning system.
- Worked with global headquarters (Bratislava, Slovakia) to deliver 5-year strategic marketing, budget, and human resource plans.
- Directed the ongoing transformation of marketing technology to deliver actionable, reliable data across all digital touchpoints.

Jan 2017 to
July 2021

Senior Growth & Digital Marketing Manager

ESET – San Diego, CA

Owner of the \$5M+ annual online acquisition budget. Oversaw holistic user acquisition for both the D2C & B2B programs.

- Over 4 yrs, drove D2C revenue growth from \$17M to \$24M/year.
- Ran all media in-house, and grew paid channels from search-only to omnichannel, including display, OTT, social, native, & more.
- Restructured and instituted rigorous account processes, improving efficiencies in SEM of >50% for both D2C & B2B.
- Led global Google Analytics 360, Search Ads 360, Google Data Studio, Display & Video 360, and Funnel.io implementation.

Software

Google Marketing Platform

Excellent

Google Analytics 360

Excellent

Adobe Analytics

Very Good

Adobe Target

Very Good

Salesforce.com

Very Good

Eloqua

Very Good

Microsoft Office

Excellent

Google Data Studio

Very Good

Mixpanel

Very Good

Feb 2014 to
Jan 2017

Lead, Paid Media

iProspect – San Diego, CA

Client-facing leader of several high-profile client accounts (Intel, NetApp, Sonos, McAfee, and more), totaling over \$40M in annual global digital advertising.

- Improved Sonos' ROAS by 25% through SEM restructure, extensions revamp, and audience-based cross-sell strategy.
- Led implementation & architecture of Google Search Ads 360 deployment across numerous clients.

July 2013 to
Feb 2014

PPC Manager

iMatrix – San Diego, CA

Oversaw, optimized, and created start-up clients' paid search accounts, totaling >\$250K/month.

- Improved paid search campaign 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.

Jun 2012 to
July 2013

Online Marketing Manager

Rapid Remodel – San Diego, CA

Directly managed all paid media across various channels with a budget of \$200K per year.

- Created SEM keyword-focused landing pages, resulting in a 40% reduction in CPCs and higher on-page engagement.

Nov 2011 to
May 2012

Marketing Manager

Showing Suite – San Diego, CA

Oversaw all aspects of marketing, including SEO, PPC, PR, website design, marketing automation, and product marketing.

- Instituted combined SEO/PPC search strategy, resulting in 40% increase in organic visits & 20% increase in product trials.

Education

2010-01 –

Bachelor of Science: Marketing

2011-12

University of Phoenix – San Diego, CA

2006-09 –
2009-05

Computer Science

(No Degree) California Polytechnic State University-San Luis Obispo – San Luis Obispo, CA