

Kyle Eason

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Vice President, Managing Director, Brand Manager, Content Strategist, Video Producer and Director

Agency Leadership • Brand Auditing • Comprehensive Video Production • Collaborative Client and Partner Relations
Developmental Creative Management • PR Campaign Leadership • Expert Copywriting and Digital Content Direction
Published In Regional Publications • Screened At International Series Festival (SeriesFest)
Executed International Video Production Shoots • Produced Monthly Web Based Talk Show Featuring C-Levels

Professional Experience

President and Founder

Inception Integrated Marketing

Denver, CO and Kansas City, MO

2009–Present

- **Copywriting, Branding and PR Direction**

- Interviewed company principals to audit existing messages and propose more effective communications.
- Wrote and edited scripts, web copy, social media posts, press releases, emails, media kits, speeches, opinions, endorsements, newsletters and infographics in brand voice.
- Wrote blogs that create a sense of community and attracted customers. (<http://bit.ly/2uJjQrE>)
- Published in *The Denver Post's Viva Colorado, Urban Spectrum & Colorado Statesman*.
- Generated earned media with circulation over 250K versus national competitors. (<http://bit.ly/2vkDkBF>)

- **Video Production**

- Created concepts, scripts, shot lists and storyboards; directed, produced, and budgeted; secured locations, crew and talent for live broadcasts, TV pilots, pitches and commercial shoots in LA, Denver, KC, London, Amsterdam, Berlin, Paris, Singapore and Bali, Indonesia. (<https://vimeo.com/kyleeason>)
- Wrote, produced, directed 30 min. documentary pilot & series, "StartupStory". (www.startupstorytv.com)
- Production credits include: "The Pepsi Super Bowl Halftime Show Show with Rob & Paul" (2016).
- Created, produced, hosted and edited 11 monthly C-Level interview based video talk shows called "The Kick! Talk Show With Kyle Eason" (<https://easonka.wixsite.com/thekick>). Adobe Premiere Pro.
- Produced four fundraising product videos raising \$90K on Kickstarter, attracting press and investor support: 2nd highest funded pet wearable ever hosted. (<https://www.kickstarter.com/projects/wuf/meet-wuf-the-worlds-smartest-dog-collar>)

- **Digital Marketing, Web Design and Social Media Direction**

- Designed, built, maintained and marketed sites using custom CMS, WordPress, Drupal, and Wild Apricot.
- Engaged over 15,000 combined organic followers on major social outlets. (https://twitter.com/eason_kyle)

- **Business Development and Operations Management**

- Grew business pipeline and maintained collaborative client relations. Submitted bid opportunities.

Vice President and Managing Director

BYM Agency (Formerly Beyond Marketing, LLC)

Kansas City, MO

2017

- Managed four senior creatives: Creative Director, Art Director, Client Relations and Account Executive.
- Directed video, print and digital media production. Reeled in production costs by 25%.
- Served as Senior Copywriter and Editor.
- Enhanced operating agreements with fee and deadline structures that supported efficiency.
- Monitored marketing and industry best practices, and improved integration of project management software.
- Clarified client needs in discovery in order to build innovative and sustainable solutions.

Marketing Director, Co-Founder

DataCulture, LLC Web & Mobile Software

Denver, CO

2014 – 2016

- Created and marketed the company brand, website and social profiles, (<http://bit.ly/2wTyysu>)
- Built and maintained partnerships with offshore providers in Uruguay, Poland, Belarus and India.
- Served as Product Owner during software development.

Marketing Director, Producer
milehighhouse Productions

Denver, CO

2015-2016

- Produced, scripted, directed and edited video using Premiere Pro and Adobe Creative Suite.
- Created and managed shooting budget and contracted camera operators, assistants and editors.
- Marketed company and client brands, website and social media profiles (www.milehighhouse.com)

Creative Director
Mygooi Marketing

Des Moines, IA

2013-2014

- Provided PR, marketing, strategy and direction to Mygooi and clients. Produced live appearances at events, and on radio and television recordings. Cision PR management software suite.
- Created company summary, media kit, messaging and branding to secure over \$3M investment.
- Performed due diligence regarding essential intellectual property and secured protections.
- Planned and executed video production, writing and direction in the Des Moines, KC, LA and Europe.

Communications Consultant
College Summit

Denver, CO

2011-2013

- Created speeches, web content and PowerPoint presentations for marketing and fundraising.

Communications Director
Housing Colorado

Denver, CO

2011-2012

- Secured sponsor funds totaling over \$100K annually. Produced regional conference of over 600.
- Expanded programs and increased revenues for non-profit with over 4000 professionals.
- Created web content for social media, email, newsletter and website.

President and Founder

Inception Integrated Marketing

Denver, CO

2009-2011

- Interpreted demographic data regarding AZ, CO, ID, MT, NV, NM, UT, and WY. (Client: Project New West)
- Created statewide online education industry business outreach and marketing plan. (Client: CSG-PR)
- Assisted in production of nationally broadcasted episodes. (Clients: AKPD, Discovery, Travel Channels)

Director, Mail Operations

Colorado Federal Coordinated Campaign

Denver, CO

2008-2009

- Directed production of over 3.5M pieces of persuasive direct mail in deadline-driven election setting.
- Supervised 60 individuals and directed relations between campaigns, processors and the USPS.
- Enforced FEC regulations saving \$200K. Position ended after wins by large margins, ranging from 10 to 26%.

Education

Master of Arts

Temple University

Philadelphia, PA

Focus: Comparative World Religions

GPA: 3.88/4.0 Twice Awarded Graduate Teaching Assistantship

Bachelor of Arts

Central College

Pella, IA

Major: Psychology

Emphasis: Communications

Maytag Foundation Scholar, Distinguished Scholar, 5 Time Dean's List, Cum Laude Honors Graduate

International Study Semester

Merida, Yucatan, Mexico

Independent Travel Abroad

Central & Western Europe

Additional Technical Skills

- Workamajig, Hootsuite, Buffer, Crowdfire, dlvr.it, Basecamp, Major Social Media, Cision, Mail Chimp, Survey Monkey, Constant Contact & Google for Business.
- Adobe Creative Suite, Premiere Pro, Illustrator, InDesign, Photoshop; Microsoft Office; Custom CMS, WordPress, Wild Apricot and Drupal; Basic HTML; and LexisNexis.