

Kyle Eason

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Content Director, Sr. Copywriter, Managing Director, Brand Manager

Agency Leadership • Brand Auditing • Video Production • Collaborative Client and Partner Relations
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 • Write, Direct, Host Web Based Talk Shows Featuring C-Levels

Professional Experience

Founder, Freelance and Independent Contract Work

Inception Integrated Marketing

Denver, CO

2009–Present

• **Copywriting, Branding and PR Direction**

- Interviewed principals to audit existing messages and propose more effective communications.
- Created initial mission, vision, brand promise, brand story, customer avatars and foundational language.
- Wrote scripts, web copy, social media, press releases, emails, media kits, speeches, opinions, endorsements, newsletters, infographics, executive summaries, sales sheets, and pitch decks.
- 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>)
- Created political research documents supporting messaging. (Client: Project New West, 2009-2010)

• **Digital Marketing, Print Mail, Web Design and Social Media Direction**

- Designed, built, maintained and marketed sites using custom CMS, WordPress, Drupal, and Wild Apricot.
- Engaged over 12,000 combined organic followers on major social outlets. (https://twitter.com/eason_kyle)
- Created statewide education industry business outreach and marketing plan. (Client: CSG-PR, 2010)
- Directed production of over 3.5M pieces of persuasive direct print mail in deadline-driven election setting.
- Supervised 60 individuals and directed relations between campaigns, processors and the USPS.
- Enforced FEC labor regulations saving \$200K. Position ended after wins ranging from 10 to 26%.

• **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>)
- Production credits include: “The Pepsi Super Bowl Halftime Show Show with Rob & Paul” (2016).
- Wrote, produced, directed 30 min. documentary pilot & series, “StartupStory”. (www.startupstorytv.com)
- Create, produce, host and edit monthly C-Level interview based video talk shows called “The Juice” (2018) and “The Kick! Talk Show”(2015-Present) (<https://easonka.wixsite.com/thekick>). Adobe Premiere Pro.

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 Manager
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.

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

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