

Kyle Eason

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Creative Leader

Agency Leadership
Creative Coaching
Message Development
Brand Strategy

Video Production
Art Direction
Senior Copywriting
Branded Entertainment

An experienced and determined creative leader, I cultivate brands to realize maximum impact. I have been featured as a producer-director at Denver's annual TV festival, SeriesFest, led a national award winning marketing campaign, and produced two seasons of talk shows featuring C-suite executives with national profiles.

Professional Experience

Creative Director, Founder – Sole Proprietorship **Inception Integrated Marketing**

2009–Present

- **Brand and Public Relations Strategy**
 - Audited brands and proposed more effective communication strategies and content.
 - Produced earned media with circulation over 250,000 versus better-funded national competitors.
 - Designed creative briefs, vision, brand promise, brand story, customer avatars, personas and messaging.
- **Video Production**
 - Pitched, directed, produced, and budgeted concepts, scripts, shot lists, storyboards, locations, crew, and talent for live video and radio broadcasts, TV pilots, pitches and commercial shoots in LA, Denver, KC, London, Amsterdam, Berlin, Paris, Singapore, and Bali, Indonesia with partners ranging from Denver Mayor Hancock and Hollywood's 27 Notch Productions to the Discovery Channel and Travel Channel.
 - Created, produced, hosted & edited monthly C-Level interview based video talk shows "The Juice" (2018-2019) & "The Kick! Talk Show" (2015-2016).
 - "The Pepsi Super Bowl Halftime Show with Rob & Paul" (2016. 500,000 Views). (Motive)
 - Produced fundraising product videos raising over \$90K on Kickstarter, attracting global press and investor support: the second highest funded pet wearable Kickstarter has ever hosted.
 - Wrote, produced, directed 30 min. documentary pilot TV episode called "StartupStory." Designed as branded entertainment, our show was screened at the renowned Denver festival, SeriesFest, July 2017.
- **Copywriting, Print and Digital Marketing**
 - Led creative concept, art direction, campaign narrative, short form copywriting, design asset and project management for over 100 candidates and 250 persuasive direct mail pieces nationwide in high volume production setting reaching and estimated 2.5 million households.
 - Grew audiences to over 18,000 combined organic followers with over 15 brand names on all social outlets.
 - Enforced FEC rules and managed 60 individuals with multiple stakeholders producing 2 million direct mail pieces and saving and campaign \$200,000. Our campaigns won by unusually high margins of 10 to 26%.
 - Published in *The Denver Post's Viva Colorado*, *Urban Spectrum* & *Colorado Statesman*.

Acting Vice President of Marketing, Marketing Manager **Sooper Credit Union, Corporate Office**

2018 – 2021

- Envisioned strategy and structure for exciting new products and led our content marketing, product copywriting, website makeover, reputation management, email marketing, social media, financial education, and customer targeting efforts in order to exceed revenue goals for our over 35,000 members with assets that have grown from \$380MM to over \$450,000,000 and growing during my tenure.
- Design, lead, and budget CUNA Diamond Award-winning marketing, PR, and advertising campaigns through clockwork operation of our over 80 ongoing digital, video, print, phone, and branch channels.
- Inform, lead, and motivate our graphic designer and digital specialist to do their best work every day.

Vice President and Managing Director (Credit Union Marketing Agency)

BYM Agency **2017**

- Improved agency operating agreements with fee and deadline structures that supported efficiency.
- Implemented marketing and industry best practices, and improved integration of project management software.
- Managed four senior creatives: Creative Director, Art Director, Client Relations and Account Executive.
- Directed video, print and digital media production. Slashed production costs for two \$40k videos by 25%.
- Clarified credit union client needs in discovery in order to build innovative and sustainable solutions.
- BYM ceased business operations in December 2017.

Chief Marketing Officer, Co-Founder

DataCulture Software **2014 – 2016**

- Developed company brand and content strategy to maximize awareness and customer validation.
- Built and retained partnerships with offshore providers in Uruguay, Poland, Belarus and India.
- Performed as Product Owner during web and mobile software development.

Marketing Director, Producer

Milehighhouse Productions **2015-2016**

- Directed shooting budget and contracted camera operators, assistants and editors.
- Produced, directed, scripted, and edited video using Premiere Pro and Adobe Creative Suite.
- Marketed company and client brands, websites, and social media profiles to amplify market reach.

Creative Director

Mygooi Marketing **2013-2014**

- Wrote company summary, media kit, messaging and branding to secure investment in undisclosed millions.
- Completed due diligence regarding essential intellectual property and secured protections with the state.
- Delivered PR, marketing, strategy and direction to Mygooi and clients.
- Produced live appearances and events on live stage, radio, and television.
- Wrote, produced and directed video shoots, in Des Moines, KC, LA, London, Berlin, Amsterdam and Paris.

Communications Director

Housing Colorado **2011-2012**

- Managed regional trade association sponsor relations and secured sponsor funds totaling over \$100K annually.
- Produced regional conference for over 600 members utilizing over 100 volunteers in Vail, Colorado.
- Produced content for social media, email, newsletter and website. Managed website through custom built CMS.
- Collaborated with partner organizations to produce research and messaging.
- Grew ticketed programs and increased revenues for association of over 4000 professionals.

Education

Master of Arts <i>Academic Study of Religions</i>	Temple University <i>GPA: 3.88/4.0</i>	Philadelphia, PA <i>Graduate Teaching Assistant</i>
Bachelor of Arts, Cum Laude <i>Major: Psychology, Communications</i>	Central College <i>Maytag Foundation Scholar, Distinguished Scholar</i>	Pella, IA
International Study and Travel	Merida, Yucatan, Mexico and Central & Western Europe	

Tactical Skills

- Scripts, blogs, web copy, social media, press releases, marketing plans, emails, media kits, speeches, opinions, endorsements, newsletters, infographics, executive summaries, sales sheets, and pitch decks.
- Constant Contact, Documatix, MailChimp, Survey Monkey, Outdoor Sign Management, Kanbantool, Teamwork, Workamajig, Hootsuite, Buffer, Crowdfire, dlvr.it, Basecamp, Major Social Media, Contently, Cision PR Software, Mail Chimp, GoToMeeting Webinar facilitation, Slack, Fleep, Zoom, Dropbox, and Google for Business.
- Adobe Creative Suite, Premiere Pro, After Effects, Illustrator, InDesign, Photoshop; Microsoft Office; Custom web CMS, WordPress, Siteimprove, Wild Apricot, and Drupal; HTML; and LexisNexis Research Software.