

KYLE LARSON

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SKILLS

- Account Onboarding
- Salesforce CRM
- Social Media Management
- Strategic Storytelling
- MS Excel
- RFP Creation
- Client Facing Communication
- Deadline Management
- Attribution Analysis
- Google Analytics
- Addressable Data Targeting

PROFESSIONAL SUMMARY

Experienced digital marketing professional with a solid background in nurturing client relationships and contributing to strategic account growth with enterprise-scale budgets. Proficient in fostering collaboration across teams to leverage data-driven insights, optimizing campaign performance and platform capabilities. Committed to ongoing learning and creating inclusive environments essential to team success.

EXPERIENCE

Digital Account Planner, Jun 2022 - Current

Spectrum Reach, Tampa, FL

- Demonstrates expertise in managing various digital advertising products, encompassing contextual-first platforms, display, pre-roll, OTT, CTV, traditional linear, and search SEM.
- Go-to individual for Meta advertising campaigns, assisting co-workers and management with copy creation, targeting, and campaign deployment.
- Collaborates closely with Account Executives, maintaining active communication with both in-house clients and agencies, and frequently participates in pitch calls with Executives.
- Creates compelling presentations (RFPs) using MS PowerPoint, instrumental in securing new partnerships and renewals.
- Prepares post-campaign reports that included impression-based metrics, reach and frequency, attribution, and customer data match, providing actionable insights for further optimization.
- Utilizes data analysis and visualization techniques with MS Excel, Tableau, and Google Analytics, incorporating charts and graphs to provide insightful campaign analysis.
- Utilizes specialized expertise to effectively serve diverse clients across various verticals, including auto, healthcare, home improvement, and national retail brands.
- Utilizes Salesforce CRM to record account proposals, digital campaign statuses, and to communicate to finance and ad ops departments.

Community Coordinator, Sep 2021 - Jun 2022

Flex Seal Family of Products, Weston, FL

- Managed returns and exchanges for eCommerce platforms including Shopify, Amazon, and eBay, promptly addressing all customer disputes and concerns to ensure satisfaction.
- Engaged with customers in real-time through the Shopify chatbot, providing timely assistance and resolving complex inquiries regarding the product line.
- Contributed to actively responding to social media engagement and direct messages across major platforms using Hootsuite, fostering a positive brand experience for customers.

EDUCATION

Bachelor of Arts (B.A.): Integrated Advertising and Public Relations

University of South Florida, Tampa, FL