

Kyle Eason

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Creative Leader

Compelling Leadership | Content Strategy | Storytelling Excellence

High performing, self-motivated, and inspired team leader with strengths in creative coaching, concept and brand development, and strategic production management. Featured producer-director at SeriesFest, Denver's international TV festival. Led national award-winning financial marketing campaign. **Persuasive content touching millions.**

Agency Leadership
Multi-Channel Marketing

Slashed Production Costs by 25%
Grew Assets By 18% to Over \$450MM
Created on-brand mail reaching over 3 million

On-Location, Int'l, or Remote Video
Art Direction

Led State-of-the-Art 140 Page Website Remake
Produced Stage, Radio, and TV Appearances
Produced Record-Breaking Fundraising Video

Senior Copywriting
Podcast Production

Professional Experience

Creative Director

Strategic Impact Agency

2019-Present

- Led creation of direct mail and video scripts for over 37 candidates that have earned an 82% campaign win rate.
- Created micro-stories and visuals eliciting a direct response in the form of loyalty, financial support, and votes.
- Composed graphic design guide detailing key principles and guidelines for award-winning creative agency.

Acting Vice President of Marketing, Marketing Manager

Sooper Credit Union, Corporate Office

2018-2021

- Directed 75-100 marketing, PR, and advertising projects monthly for over 50 digital, video, print, phone, and branch channels utilizing over 50 vendors, partners, subscriptions, and cross-functional relationships.
- Designed products and led content marketing, website makeover, reputation management, email marketing, social media, financial education, and customer targeting to exceed revenue goals for 35,000 members.
- Led CUNA Diamond Award-winning marketing and advertising campaign through clockwork operation.
- Increased efficiency for team of 4 by 20% and contributed to record loans funded and total assets.

Vice President and Managing Director

BYM Marketing Agency (Credit Union Marketing)

2017

- Restructured agency contracts with fee and deadlines that supported efficiency.
- Introduced marketing best practices, and improved project management.
- Supervised four senior contributors: Creative Director, Art Director, Client Relations and Account Executive.
- Slashed production costs for two \$40k video productions. Directed video, print and digital production.
- Clarified client needs in discovery to improve solutions. BYM ceased operations in December 2017.

Creative Director, Co-Founder

DataCulture Software

2014-2016

- Built company brand and content strategy to maximize awareness and customer validation.
- Built 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 broadcast quality 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 Agency

2013-2014

- Composed company summary, media kit, messaging, and branding to secure several million in investment.
- Safeguarded essential intellectual property and secured legal state and federal protections.
- Guided PR, marketing, strategy and direction. Produced live appearances on 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

- Directed regional trade association sponsor relations and secured funds of over \$100K annually.
- Produced regional conference utilizing over 100 volunteers in Vail, Colorado.
- Produced content and messaging for digital media, email, and website through our custom CMS.
- Expanded ticketed programs and increased revenues for our association of over 4000 professionals.

**Select Creative Contractor Roles
Inception Integrated Marketing**

2009-Present

- **Brand Strategist**
 - Earned media coverage with circulation over 250,000 versus better-funded national competitors.
 - Assessed brands, proposed effective communication strategies and content, and sourced talent.
 - Designed creative briefs, vision, brand promise, brand story, customer avatars, personas and messaging in order to streamline and accelerate a path to success.
- **Video Producer**
 - Production credits: “The Pepsi Super Bowl Halftime Show with Rob & Paul” (2016). (Agency: Motive)
 - Hosted & produced monthly executive interview shows “The Juice” (‘18-19) & “The Kick!” (‘15-16).
 - Facilitated live video and radio broadcasts, TV pilots, pitches and commercial shoots in LA, Denver, KC, London, Amsterdam, Berlin, Paris, Singapore, and Bali with partners ranging from Denver Mayor Hancock and Hollywood’s 27 Notch Productions to the Discovery Channel and Travel Channel.
 - Produced fundraising product videos raising over \$90K on Kickstarter, attracting global press and investor support for the second highest funded pet wearable Kickstarter had ever hosted.
 - Wrote, produced, and directed 30 min. branded entertainment documentary pilot TV episode called “StartupStory” which was screened at the renowned Denver festival, SeriesFest, July 2017.
- **Creative Director**
 - Led concept, art direction, narrative, and design for over 100 candidates and 250 persuasive mail pieces nationwide reaching over 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 motivated 60 volunteers amidst multiple stakeholders producing 2 million direct mail pieces and saving 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*.

Education, Honors, and Affiliations

Master of Arts Temple University Philadelphia, PA
Academic Study of Religions GPA: 3.88/4.0 *Graduate Teaching Assistant*

Bachelor of Arts, Cum Laude Central College Pella, IA
Major: Psychology, Communications **Maytag Foundation Scholar, Distinguished Scholar**

International Study and Travel Merida, Yucatan, Mexico and Central & Western Europe
SeriesFest, Season Three | Colorado Stories Maglione Theater, Denver, Colorado

Member, Credit Union National Association Marketing and Business Development Council

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.