

LESLIE A. KUYKENDALL

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[LinkedIn.com/in/LeslieKuykendall](https://www.linkedin.com/in/LeslieKuykendall)



WRITER | MARKETER | EDITOR | STRATEGIST | PROGRAM MANAGER ►

<https://www.AustinDigitalMarketer.com>



SUMMARY

Versatile, resilient, and tenacious independent writer and editor armed with a diverse digital and traditional marketing background. Seeking freelance, contract, or the perfect permanent remote opportunity.

Vast expertise writing, editing, and wordsmithing marketing content primarily for digital. Specialized in campaign content, email marketing, B2B content, marketing program/campaign management, demand generation, and ideation. Creative strategist with ability to plan, execute, measure, and optimize programs for small-to-medium businesses. More than 25 years experience with brand content, taglines, collateral, website content, product content, blogs, ad content, email content, and more. Strengths are versatility, breadth of experience, program management, attention to detail, curiosity, perceptiveness, patience, a sense of urgency, and a growth and customer-first mindset.

EDUCATION

Stephen F. Austin State University, Nacogdoches, TX

- 1994 Cum Laude Graduate
- Bachelor of Science, Journalism & Public Relations
- Associate Editor & Editor of University Newspaper

Classically Trained Newspaper Reporter & Journalist
Oxford Comma Enthusiast

PERSONAL

Mom
Writer
Reader
Amateur Photographer
Jewelry Artist
Gardener
Southern Cook
Bread Baker

SKILLS & EXPERTISE

Writing & Editing for Digital, Sales, & Brand

I began my career as a newspaper reporter after earning my degree in Journalism. After a few years in public relations, my writing and account management ability earned a role at an Internet marketing agency. Skilled in content strategy, messaging, and program management with the ability to lead, direct, and manage writers, agency partners, vendors, and cross-functional account teams. Most recent experience includes SEO and campaign content, email campaign content and production, ABM, demand generation, and program management. Adept in writing welcome series content, newsletter content, blog content (ideation, development, writing, and managing), multi-touch account-based marketing messages, SalesLoft cadences, nurturing, drip, & win-back content. [Learn more about my journey from journalist to digital marketer](#), or view my [Portfolio](#).

Website Management & Maintenance

Hands-on ability to add/create pages, make updates, develop images/artwork, landing pages, forms, managing e-commerce stores (WooCommerce), installing and implementing plugins, updating global settings, and more. CMS tools include Wordpress, GoDaddy, and Wix, and assorted "home grown" CMS tools.

Email Marketing

Approximately 20 years leading teams & using email marketing. Adept in messaging, email marketing best practices, A/B testing, multivariate testing, targeting, segmentation, and dynamic content focused on incremental improvement and growth. Skilled in learning new email platforms, with know-how in the most common ESPs such as Mailchimp, Constant Contact, Vertical Response, & marketing automation platforms such as Klaviyo. [Portfolio](#)

B2B Demand Generation & Inbound Marketing

Experience creating, managing, & executing B2B demand generation strategies & programs, working closely with sales teams and leaders to ensure transparent feedback loop and growth. Experience optimizing sales automation platforms, use or implementation of marketing automation, marketing platform research, evaluation, & selection; developing lead definitions, creating or optimizing the lead funnel, and setting demand generation goals & budget focused on incremental conversion improvement at each stage. Extensive experience developing, tracking, and optimizing inbound marketing campaigns across digital and traditional channels to maximize budget and cost-per-lead.

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TOOLS & PLATFORMS

Website – Wordpress, Wix, GoDaddy, Formstack, Optin Monster

Marketing & Sales – Salesforce.com, SalesLoft, Alyce Gifting Platform, Sales Navigator, ZoomInfo, DNB Optimizer, Hubspot, 6Sense, some Klaviyo (deployment)

Email Service Providers (ESPs) – MailChimp, Constant Contact

Social – LI, Facebook

Advertising – LinkedIn Advertising, Facebook Advertising

Metrics – Google Analytics, Salesforce Reports, PowerBI, Looker

Project Management – Jira, Basecamp, Sharepoint, SmartSheet, OneDrive, MS Teams, Monday.com, Trello, Mavenlink (Katata)

Design – Canva, some PhotoShop, InDesign

Office – Office365, Windows Applications, PC, Mac

ADDITIONAL SKILLS

Vendor Management | Relationship Building | Website Conversion & Optimization | Team Leadership & Development | Database Marketing | Sales Enablement | Field Marketing | Player-Coach | **Writing** | **Copyediting for SEO** | **SEO Research & Planning** | **Blogging** | Social Media Advertising | Social Media Management | **Content Marketing** | **Content Strategy** | E-commerce | B2B Marketing | B2C Marketing | SaaS | Tracking & Attribution | Reporting | Data Analysis | List Management | Graphic Design/Layout | Art Direction | **Product Content** | Program Management | Lead Generation | Direct Mail | Digital | Traditional

FREELANCE & CONTRACT PROJECT HISTORY

Ceres Talent for Brivo, Inc 2023 - Present - Brivo.com, Content & Program Manager, Demand Generation Team

Texas Parks & Wildlife Department - 2023 - TPWD.texas.gov
Communications Coordinator

Bark Avenue Market & Bakery – 2019 – Pres - barkavenuemarket.com, Email Marketing

Ceres Talent for Rocket Software 2021
rocketsoftware.com, Demand Generation Program Management

Ciena, Inc. - 2020 - 2021
ciena.com, Content & Copywriting, Demand Generation

512-Society, LLC - 2020 - 2021
512-Society.com, Website Content w/SEO

Staccato 2011 – 2019 – 2020
staccato2011.com, Email Marketing, E-Commerce, Website Management

Marvel Marketers – 2019
marvelmarketers.com, Marketing Automation Project Management

TrackingPoint, Inc. (acq) – 2017 – 2018
tracking-point.com, Acting Marketing Director

Active Prospect – 2017
activeprospect.com, Content, Website, Event Management

Harte-Hanks – 2016
harte-hanks.com, Employer Marketing Strategy

Chemistry Matters – 2015 – 2017
chemistry-matters.com, Content, Website, Social Media & Event Mgmt

TrustRadius – 2017
trustradius.com, Content Marketing & Demand Generation

EMPLOYMENT HISTORY

Rocket Software rocketsoftware.com
Field Marketing 2021-2022

Xplore Technologies (acq) Xploretech.com
Director Demand Generation 2015 – 2016

BancVue (dba Kasasa) kasasa.com
Digital Marketing, Product Management 2013 – 2014

Click Forensics (acq, aka Adometry) adometry.com
Director, Demand Generation - 2008 (series B startup - layoff)

Hoover's, Inc. (a D&B Company) - hoovers.com: Sr. Media Manager, Lead Generation 2005 – 2007; Sr. Database Marketing Manager

Travelocity, Inc. (acq) - travelocity.com: Online Marketing Manager - 1998 - 2001; Marketing Communications Manager - 2001 - 2002; Database & Email Marketing Manager - 2002 - 2003

If you are interested in seeing what a 30-year career CV is like, click below.

[VIEW CV](#)

Life is like competitive roller derby. When you fall (because you will), the only option is to bounce to your feet to skate even harder.