

# LESLIE A. KUYKENDALL

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Georgetown, TX

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MARKETER DEMAND GENERATION MARKETER | STRATEGIST | PROGRAM MANAGER ▶

<https://www.AustinDigitalMarketer.com>



## SUMMARY

Versatile, independent writer, B2C, & B2B digital demand generation marketer who thinks strategically & acts tactically. Fortified with integrity. Open to the right permanent opportunity..

Vast expertise in demand generation, digital marketing, content, and email marketing. Experienced building programs from ground zero to optimizing/improving existing programs. Creative strategist who thinks strategically and acts tactically when it comes to planning, executing, measuring, and optimizing programs. With almost 30 years of digital marketing experience, I command a versatile set of skills and knowledge, coupled with depth of experience, hands-on competence, attention to detail, the tenacity to 'figure it out,' and a measure-twice-cut-once mentality. Passionate about doing what's right for the customer, company, team, and coworkers in accordance with a growth mindset.

## SKILLS & EXPERTISE

### Demand Generation, Digital, & Inbound Marketing

Experience creating, managing, & executing B2B demand generation strategies & programs, working closely with sales & leaders to ensure transparent feedback loop for improvement. Experience optimizing programs, processes, & implementation or use of marketing tools. Lead definitions, creating or optimizing the lead funnel, and setting demand generation goals to budget focused on incremental improvement at each stage is a skill at which I excel. Extensive experience developing, tracking, and optimizing inbound marketing campaigns across digital and traditional channels to maximize budget and cost-per-lead.

### Email Marketing & Automation

Approximately 20 years leading teams & using email marketing. Adept in messaging, email marketing best practices, A/B testing, multivariant 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](#)

## 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

## Targeting & Segmentation

Skilled in identifying, targeting, and obtaining insight into a target audience, and adept in innovative and inventive uses of data to ensure delivery of the right offer, the right message, at the right timing to target both high-value and look-alike prospects. A customer data warehouse is the most valuable asset a company owns and I employ a test-and-learn approach to identify hidden gems and new opportunities within the data. Skilled in crafting relevant positioning and messaging to reach the audience.

## Marketing Program & Project Management

Vast expertise and experience managing digital and traditional marketing programs from strategy through measurement and optimization, including demand generation, lead generation, email marketing, integrated marketing, content marketing, and more. I work closely with stakeholders, creative, and cross-functional teams to ensure materials requirements are clear, concise, and all delivered on time and on budget with exceptional quality of design. As a program manager, I hold those accountable for asset delivery with honesty, kindness, and respect.

## Writing & Editing for Digital, Sales, & Brand

Skilled in content strategy, messaging, & program management. Experienced leading, directing, and managing writers, agency partners, vendors, & cross-functional teams.

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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, Optin Monster, 6Sense, some Klaviyo (deployment), Marketo

**Email Service Providers (ESPs)** – MailChimp, Constant Contact

**Social** – LI, Facebook

**Advertising** – LinkedIn Advertising, Facebook Advertising

**Metrics** – Google Analytics, Salesforce Reports, Hubspot

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

**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 | Demand Generation | Digital | Traditional | Advertising | Account-Based Marketing

## FREELANCE & CONTRACT PROJECT HISTORY

**Landrum Talent Solutions 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 – 2024** - barkavenuemarket.com, Email Marketing

**Landrum Talent Solutions for Rocket Software - 2021** rocketsoftware.com, Demand Generation Program Management

**McKinley Marketing Partners for 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**  
hartehanks.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

## REGULAR FT 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

*Interested in all the dirty details of a colorful 30-year marketing career? Click the button for the full CV.*

[VIEW CV](#)

*Life is like roller derby: when you fall down (because you will), your only option is get up and skate harder - or be trounced by what's coming.*

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