

LESLIE A. KUYKENDALL

dba AUSTIN DIGITAL MARKETER

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▶ <https://www.AustinDigitalMarketer.com>



SCAN ME

SUMMARY

Versatile, independent writer & digital marketer who thinks strategically & acts tactically. Fortified with integrity. Open to permanent.

Vast expertise in demand generation, digital marketing, content, and email marketing. Experienced in both building a program from ground zero to optimizing/repairing existing programs. Skilled in helping companies execute both strategic and tactical plans. What I contribute is versatility of skills, depth of experience, hands-on competence, attention to detail, tenacity to 'figure it out,' and a measure-twice-cut-once mentality. Passionate about doing what's right for the company, team, and coworkers.

EDUCATION

Stephen F. Austin State University

Nacogdoches, TX, 1994 Cum Laude Graduate
Bachelor of Science, Journalism & Public Relations

PERSONAL

Mom
Reader
Writer
Photographer
Jewelry Artist
Food Lover & Cook
Gardener

SKILLS & EXPERTISE

Demand Generation, Digital, & Inbound Marketing

Experience creating and executing lead & demand generation strategies and programs, working closely with sales and leaders to ensure transparent feedback loop and incremental improvement based upon data, goals, and forecasts. Extensive experience developing, tracking, & optimizing inbound marketing campaigns across digital and traditional channels to maximize budget, cost-per-lead, adoption, and ROI. Additionally proficient in developing, writing, and executing integrated digital marketing communications, including SEO, SEM, display, retargeting, and social media marketing & targeting. Extensive experience driving consumer brand awareness, website traffic, adoption, and usage of e-commerce, SaaS, and subscription-type services. Hands-on skills with tools such as Wordpress, Google Analytics, or Canva; email marketing platforms such as Mailchimp or Constant Contact; and marketing automation tools such as Marketo and Klaviyo. Other skills include writing, content marketing, & PR.

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.

Email Marketing & Automation

Email has been a core tenant of my digital marketing experience. Skilled in learning new email platforms, with acquired skills on the most common ESPs such as Mailchimp, Constant Contact, and Klaviyo. Hands-on Marketo 2014 - 2016. Email marketing became a staple of my skillset beginning in 2000, and has made up a large part of my contribution to projects ever since. [Portfolio](#)

Writing & Editing for Digital

Originally a degreed and published journalist, writing and editing has served tremendously well in the marketing industry - especially when I began my digital marketing career managing SEO for e-commerce. Content strategy and development, as well as content project management with experience leading and managing writers. Most recent experience includes SEO content development for websites and email campaigns for small business online retailers. Skilled in developing welcome series content, newsletter content, blog content (both ideation and development), and nurturing & win-back content. [Learn more about my journey from journalist to digital marketer](#), or view my [Portfolio](#)

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Tools & Platforms

Website (Content Management Systems) – Wordpress, Wix, GoDaddy.

CRM - Salesforce.com, MSDynamics

Marketing Automation – Marketo, Klaviyo, some Marketing Cloud

Email Service Providers (ESPs) – MailChimp, Constant Contact **Social** – LI, Facebook, Twitter, YouTube, Vimeo, Hootsuite.

Advertising – LinkedIn Advertising, Facebook Advertising, AdRoll, Google AdWords, Google Tag Manager.

Metrics – Google Analytics, Google Search Console.

Project Management – Jira, Basecamp, Sharepoint, Mavenlink

Creative - Photoshop, Canva

Other - Formstack, Zapier

ADDITIONAL SKILLS

Vendor Management | Metrics, Reporting, & Optimization | Relationship Building | Website Conversion & Optimization | Team Leadership & Development | Database Marketing | Sales Enablement | Player-Coach | Copywriting | Copyediting | SEO | Wordpress | Social Media Advertising | Social Media Engagement | Content Marketing | Content Strategy | Email Marketing | CRM | E-commerce | SaaS | Database Marketing

FREELANCE PROJECT HISTORY

Ciena, Inc. - 2020 - Present

<https://ciena.com>

Bark Avenue Market & Bakery – 2019 – Present

<https://www.barkavenuemarket.com>

Staccato 2011 – 2019 – 2020

<https://www.staccato2011.com>

Marvel Marketers – 2019

<https://www.marvelmarketers.com>

TrackingPoint, Inc. (acquired) – 2017 – 2018

<https://www.tracking-point.com>

Active Prospect – 2017

<https://www.activeprospect.com>

TrustRadius – 2017

<https://www.trustradius.com>

Harte-Hanks – 2016

<https://www.hartehanks.com>

Chemistry Matters – 2015 – 2017

<https://www.chemistry-matters.com>

Dell SMB CRM – 2012

Compass Learning (acquired) - 2011

EMPLOYMENT HISTORY

Xplore Technologies (acquired) – Director, Outbound & Demand Generation - 2015 – 2016

<https://www.xploretotech.com>

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

<https://www.kasasa.com>

Click Forensics (acquired, now Adometry) – Director, Demand Generation - 2008

<https://www.adometry.com> (layoff – series B startup)

Travelocity, Inc. (acquired) – 1998 – 2003

Three positions held: Online Marketing Manager (SEO & Display/Lead Generation), Marketing Communications Manager, Database Marketing Manager

Hoover's, Inc. – Sr. Media Manager, Lead Generation 2005 – 2007; Sr. Database Marketing Manager, 2009 - 2011 <https://www.hoovers.com>