**KYLE HAMER**

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**Professional Summary**

Business growth expert with entrepreneurial spirit and 12 years of progressive start-up, turn around, and market expansion experience; including as a Sales and Marketing Director, as a Business Development Director, and as a Director of Sales and Marketing in industries including Information Technology, Educational Services, Healthcare, Fitness and Wellness, Arts and Crafts, and Telecommunication Services.

**Professional Experience**

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| **Sales and Marketing Director** | **July 2010 to Present** |
| **Pink by Design Stamp Company, Pleasant Hill, IA** | |
| Pink by Design Stamp Company a leading provider of clear photopolymer sentiment stamps for Paper Crafting in the United States. The company provides their stamps through channel and direct online sales.   * Direct all daily sales and marketing activities for a private sector company >$500K in annual revenue. * Direct, coordinate, and review activities in sales and service, accounting and record keeping. * Determined price and discount schedules. * Projected future sales and profitability based on past operational records and reports. * Planned advertising services. * Represent company at trade association meetings to promote products. * Measured productivity and cost efficiency. * Cooperated on all levels to develop effective internal procedures. * Spearheaded and collaborated on sales promotions. * Selected goods and services to be offered. * Planned for future customer demand. * Represented management in purchase negotiations | |

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| **Business Development Director** | **Apr. 2008 to Feb. 2011** |
| **Geolearning, West Des Moines, IA** | |
| Led a cross-functional team tasked with growing existing $13 Million in industry revenues through the creation and execution of industry specific sales and marketing growth strategies. GeoLearning was a Fortune 1000 Software as a Service Information Technology company that provided Fortune 100, Government, and Small and Medium sized businesses Learning Management systems. In 2010 GeoLearning was sold to SumTotal Systems.   * Directed a team of 2 Managers, 6 Business Development Representatives, responsible for $5M in revenue. * Research, formulate, direct and coordinate marketing activities and policies for 31 products and services * Identified, developed, and evaluated marketing strategy, based on knowledge of establishment objectives, vertical market characteristics, and cost and mark-ups factors. * Developed pricing strategies, balancing firm objectives and customer satisfaction in order to increase market share. Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends. * Negotiated contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies. * Selected goods and services to be offered. * Planned for future customer demand. Represented management in purchase negotiations.   Key Accomplishments   * Healthcare Vertical Growth of $1.1M, Financial Market Growth of $500K, in 1st 5 months * Negotiated content pricing for vertical markets improving margins by 6% * Responsible for $1.05M in Contract bookings during 1st year | |

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| **Director of Sales and Marketing** | **July 2009 to Nov. 2010** |
| **Salt Solutions, Urbandale, IA** | |
| Led the Coaching Actuaries Online business unit. Oversaw and managed a team of 6 .NET programmers, 4 authors, and 3 copywriters. Designed, implemented, and executed various sales plans and marketing programs for all products.   * Direct marketing activities. * Direct IT Team evaluating the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections. * Ensured continued profit through sales forecasting and strategic planning Developed and evaluated marketing strategy based on knowledge and understanding of the market. * Maximized profits through strategic pricing. * Evaluated the costs of product development, including budgets, expenditures, research and development costs and projected losses and returns Developed and executed marketing plans. * Led advertising and media initiatives. * e-Commerce Development and Brand Strategy   *Key Accomplishments*   * 1300% growth in from July 2009 to November 2010 * Product portfolio increased from 4 to 36 * Market penetration growth from .05% to 4.5% in 1st 6 months * Delivered completed online SaaS projects on time and on Budget   *Knowledge sets include:* Search Engine Optimization, Pay Per Click, SEO, PPC, Google Ads, Social Strategy, and integrated direct marketing | |

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| **Sales Manager** | **Aug. 2004 to May 2008** |
| **Aspen Athletic Clubs, Des Moines, IA** | |
| Developed and implemented strategic plans for marketing memberships, and training packages to Iowans age 18-80.   * Managed a team of 34; including 6 Membership Counselors, 16 Personal Trainers, and 12 Front Desk employees. * Managed personnel duties such as recruiting, interviewing, hiring, training, supervising, evaluating and disciplinary action. * Monitored monthly operational performance of trainees to ensure alignment with corporate profit goals. Directed sales activities. * Established sales territories. * Resolved customer complaints regarding sales and service. * Projected future sales and profitability based on past operational records and reports. * Prepared budgets and approved budget expenditures. * Planned advertising services.   *Key Accomplishments*   * Club turnaround from -$10k month to +$15k in 6 months * Rookie Sales Manager of the Year 2008 | |

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| **Western Sales Director** | **June 2002 to Feb. 2004** |
| **SecurityCoverage, Cedar Rapids, IA** | |
| SecurityCoverage is a hosted safety software company working with Independent Telephone companies, Internet Service Providers, and Fortune 50 communication companies. This position was both direct sales to companies and channel development.   * Directed sales activities. * Coordinated sales distribution. * Established sales territories. * Assigned and supervised sales staff work. * Planned advertising services. * Assertively and directly sold to customers. | |

**Education**

1999 Ulysses High School, Kansas

**High School/GED**: Graduate

University of Nebraska Lincoln

Marketing/Graphic Design