



# KYLE KETCHMARK

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## PROFESSIONAL SUMMARY

Enthusiastic Account Executive eager to contribute to team success through hard work, attention to detail and organizational skills. Clear and proven understanding of wholesale to resale channels. Trained in Visual CRM and inside selling strategies along with marketing plan implementation. Motivated to learn, grow and excel in Technology. I've just returned from a deployment and am open to remote work or relocating to anywhere needed in the country to help a company achieve their vision.

## SKILLS

- CRM software and systems
- Account management
- Written communication
- Leadership and mentorship
- Email marketing

## WORK HISTORY

**Infantry Fire Team Leader** | MN Army National Guard - West St. Paul, MN 12/2015 - CURRENT

\*MOBILIZED to the Horn of Africa for Operation Enduring Freedom - JUNE 2020 to MAY 2021\*

- Serving as a leader of a fire team in an infantry company deployed to the Horn of Africa; enhanced and maintained the welfare, fitness, morale and discipline of a performing four man team.
- Primary instructor and advisor in the matters of tactics, personnel management and junior leader development.
- Direct team's overall tactical employment during offensive and defensive operations; responsible for the accountability and maintenance of all assigned MTO&E equipment worth in excess of \$2 million.
- Led fire team during infantry dismounted battle drills successfully and situational training exercises increasing overall team readiness.

**Account Executive** | Kendall Howard - Chisago City, MN 08/2019 - 05/2020

- Managed over 150 accounts in IT Networking Equipment sector helping facilitate over \$3 million in sales quarterly.
- Developed and implemented email marketing campaigns and revamped entire marketing department initiatives creating account segmented sales targeting.
- Built and strengthened relationships with new and existing accounts to

drive revenue growth.

- Maximized revenue by servicing accounts and proposing new products and services to established customers resulting in overall territory growth.

**Superbowl 52 Area Experience Manager** | NFL 12/2017 - 02/2018

- Motivating employees during long, strenuous hours on their feet, communicating with upper level staff to resolve issues with ticketing, and cultivating astounding Super bowl Experience events.
- Managed Super Bowl 52 experience event which included managing over 150 different employees while grossing 20,000 people each day.

## EDUCATION

Hamline University, Saint Paul, MN

05/2019

**BBA:** Marketing, Management

- Graduated with 3.45 GPA
- Dean's List: 2015, 2016, 2018 semesters
- Relevant Coursework: Strategic Management, Organizational Leadership, Human Resource Management, Business Law
- DIII Football Athlete