

Kyle Naughtrip

Marketing Executive | Business Operator

Business operator who builds and repairs revenue engines that scale client growth and profitability. Over 15 years leading growth, marketing, and go-to-market execution for professional services, B2B, and high-growth companies—stepping into underperforming systems and aligning marketing, sales, and business development around measurable outcomes. Early employee at Uber (#184), with leadership experience from zero-to-one startups through \$100M+ enterprises. Known for driving inflection points and turning marketing into a revenue-accountable function.

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CAPABILITIES

Revenue Growth

Sales Enablement

Marketing Strategy

Client Development

Team Leadership

WORK EXPERIENCE

Founder & Principal SIDEKICK MARKETER

07/2023 - Present

Cincinnati, OH

Founded and lead a growth consultancy that designs and operates revenue systems for service-based companies, partnering directly with owners and leadership teams to improve pipeline quality, sales performance, and revenue predictability.

- Serve as a senior growth partner to owners and leadership teams, owning growth strategy, market positioning, and go-to-market execution.
- Architect and oversee demand-generation programs across digital advertising, search, and local SEO, prioritizing channels based on revenue impact rather than activity volume.
- Own the full client lifecycle—from initial engagement through renewal—driving growth through referrals, retention, and measurable revenue outcomes.

Director of Marketing RDI CORPORATION

11/2023 - 01/2025

Cincinnati, OH

Recruited to rebuild and modernize the growth and marketing function for a \$100M+ B2B professional-services company, aligning strategy, structure, and execution to directly support sales performance.

- Partnered directly with executive leadership and client-facing teams to improve how the firm communicated its value to prospects.
- Reorganized an eight-person team, defined new roles, and set clear performance goals tied to revenue targets.
- Established clear ownership, priorities, and decision-making across marketing and sales enablement—reducing friction between teams and accelerating deal progression.
- Directed a complete website overhaul to clarify complex service offerings and improve lead quality.
- Created sales enablement tools—including pitch decks, videos, and facility tour content—that helped close enterprise contracts.
- Built AI-driven messaging frameworks that increased clarity, speed, and scalability across campaigns.
- Managed marketing across multiple portfolio brands, ensuring consistent execution and measurable ROI.

Co-Founder & Head of Business Development NIKKI MARTINKOVIC DESIGN STUDIO

05/2015 - 11/2023

New York, NY | Cincinnati, OH

Co-founded and scaled a design studio that generated \$8.5M in sales and built a global client base of 650+ retail and enterprise brands.

- Built and led a team of 7 full-time employees and 15 contractors, owning production, design, and client delivery across multiple time zones.
- Represented the studio at major trade shows and retail exhibitions to expand client reach and licensing opportunities.
- Implemented the firm's first CRM and client-retention system to strengthen repeat sales and account growth.
- Led sales and production teams to deliver consistently and achieve \$1.5M in peak annual revenue.
- Established repeatable sales and production workflows that improved operational efficiency and on-time delivery.

WORK EXPERIENCE

Chief Operating Officer & Head of Growth

FRESHLY BAKED COMPANY

09/2019 - 05/2022

Taunton, MA (Remote)

Founding COO of a regulated manufacturing startup; led marketing and growth operations from launch through rapid scale.

- Grew revenue from \$0 to \$2.4M in year one by aligning product development with market demand and building the B2B sales engine.
- Established operational systems to ensure full compliance with state regulations, integrating marketing, packaging, and supply-chain workflows.
- Built strategic partnerships with distributors and retail accounts, securing recurring orders and expanding the brand footprint across multiple markets.

Head of Experiential Marketing, East Coast

UBER TECHNOLOGIES

02/2013 - 01/2017

New York, NY

Directed East Coast experiential marketing during Uber's hyper-growth phase, driving adoption, engagement, and brand consistency across markets.

- Managed a 200-person regional field marketing team focused on building local awareness, trust, and adoption in key NY, NJ, and CT cities.
- Designed and executed large-scale community events, venue partnerships, and strategic campaigns to balance rider demand and driver supply.
- Built and led regional training programs that ensured brand consistency and operational excellence across new markets.
- Developed scalable playbooks and processes that supported expansion and aligned with company-wide growth targets.
- Partnered cross-functionally with operations and communications teams to align local activations with market dynamics.

Account Manager – Verizon and NFL Partnership

MARKETING WERKS

05/2008 - 02/2013

Chicago, IL and New York, NY

Oversaw Verizon's NFL sponsorship portfolio, managing a \$7M annual budget and national activation strategy across major league events.

- Directed a team of six and more than 200 brand ambassadors to deliver consistent, high-quality activations across 15 NFL stadiums.
- Led national campaigns for Verizon's NFL partnership, including Super Bowl XLVI, Pro Bowl, and NFL Draft events.
- Renewed a \$1.5M sponsorship and generated \$264K in incremental revenue through targeted fan engagement programs.
- Partnered with Verizon's marketing and agency teams to align sponsorship activations with broader brand campaigns and customer-acquisition goals.

EDUCATION

Psychology and Marketing

Miami University

08/2005 - 05/2008

Oxford, OH

Business

Elmhurst College

08/2004 - 05/2005

Elmhurst, IL