

# Kyle Naughtrip

Marketing Executive | Business Operator

I build marketing systems that drive real growth. Over 15 years of experience leading teams, scaling startups, and fixing underperforming departments so they help sales instead of slowing them down. Early employee at Uber (#184). Proven record of turning marketing into a clear, measurable driver of revenue and client growth.

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## SKILLS

Marketing Strategy

Revenue Growth

Lead Generation

Sales Enablement

Digital Marketing

Client Development

Team Leadership

Data Analytics

Operational Efficiency

Automation & AI

## WORK EXPERIENCE

### Founder & Principal SIDEKICK MARKETER

07/2023 - Present

Cincinnati, OH

Founded and lead a growth marketing agency helping local and regional businesses drive leads and improve online visibility.

- Run digital advertising, search, and local SEO programs that drive consistent inbound opportunities.
- Built and implemented AI workflows for content creation and reporting, doubling output without adding headcount.
- Manage the full client lifecycle—from initial consultation to renewal—maintaining long-term partnerships by delivering measurable results.
- Grew the firm to a six-figure annual run rate within the first year through referrals and consistent client retention.

### Director of Marketing RDI CORPORATION

11/2023 - 01/2025

Cincinnati, OH

Recruited to rebuild and modernize marketing for a \$100M+ B2B company, aligning strategy and structure to drive sales growth.

- Reorganized an eight-person team, defined new roles, and set clear performance goals tied to revenue targets.
- Directed a complete website overhaul to clarify complex service offerings and improve lead quality and conversion rates.
- Created sales enablement tools—including pitch decks, videos, and case studies—that helped close enterprise contracts.
- Managed marketing across multiple brands within the company's portfolio, ensuring consistent execution and measurable ROI.

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

05/2015 - 11/2023

New York | Cincinnati

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

- Managed and grew key client relationships across 650+ retail and enterprise accounts worldwide, driving repeat business and long-term partnerships.
- 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.
- Helped clients launch new product lines and retail collections through strategic design and merchandising support.

## 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 to 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

*Led 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 cities across NY, NJ, and CT.
- Designed and executed large-scale community events, partnerships, and campaigns to increase rider growth and driver supply balance.
- Developed regional marketing processes and playbooks that supported scalable expansion and consistent brand execution across markets.
- Partnered cross-functionally with operations and communications teams to align local activations with market dynamics and regulatory goals.
- Introduced Uber's brand to new audiences through grassroots campaigns that built early trust in the ridesharing model.

### Account Manager – Verizon and NFL Partnership

#### MARKETING WERKS

05/2008 - 02/2013

Chicago, IL and New York, NY

*Managed a \$7M annual marketing budget for Verizon's NFL sponsorship, directing large-scale activations and fan engagement in key markets.*

- Directed Verizon/NFL partnership marketing for over five years, executing high-impact brand activations across 15 NFL stadiums nationwide.
- Led the planning and on-site execution of fan engagement campaigns that strengthened brand loyalty and deepened customer relationships.
- Managed six direct reports and more than 200 brand ambassadors, ensuring consistent delivery, performance tracking, and on-brand execution.
- Collaborated directly with Verizon's internal marketing and agency partners to align sponsorship activations with national campaigns and brand guidelines.

## EDUCATION

### Psychology and Marketing

#### Miami University

08/2005 - 05/2008

### Business

#### Elmhurst College

08/2004 - 05/2005

Elmhurst, IL

## TOOLS & SYSTEMS

HubSpot

WordPress

Webflow

Google Business Profile

Google Analytics (GA4)

Google Ads

Reporting Dashboards

AI Workflows

CRM Systems

Workflow Design