



Kyle Wagner

MARKETING MANAGER & DESIGNER

INFO

Address	Ban Phan Luang, Luang Prabang, Laos
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EDUCATION

MA Geography
York University, Toronto

BA International Studies
DePaul University, Chicago

SOCIAL

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SKILLS

Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ○
InDesign	● ● ● ● ○
Adobe XD	● ● ● ○ ○
Sketch	● ● ● ○ ○
HTML/CSS	● ● ● ● ○
Javascript	● ○ ○ ○ ○
Git	● ● ○ ○ ○

LANGUAGES

English	● ● ● ● ●
Japanese	● ○ ○ ○ ○
Lao	● ● ○ ○ ○

SUMMARY

Marketing manager and digital designer with over four years of professional experience in Southeast Asia. Creative team player with the ability to work cross-culturally with international clients under tight deadlines. Actively learning front-end web development and UI design.

PROFESSIONAL EXPERIENCE

Marketing Manager @ Focus Asia

Luang Prabang

Dec 2017 – Current

Created, executed and optimized email marketing strategy with 2x weekly send rate; yielded ~20% OR with ~5% CTR. Lead marketing team to redesign and rewrite 250pg travel catalogue for increased ROI. Rebranded luxury travel sub-brand including website development, logotype design and all marketing collaterals. Produced 'Asia On Stage' booth concept for ITB 2019 with single-page microsite, branding and print media.

Web Developer and Designer @ TYPE-C

Remote

Jul 2018 – Current

Programmed 2 microsites and designed social media ads for a campaign promoting Laos to the Singaporean market. Designed and coded three websites using the SquareSpace platform for clients in Singapore. Designed a postcard concept for a video production company in Toronto.

Project Coordinator @ GIZ

Remote

Jul 2016 – Apr 2019

Managed, conceptualized and designed presentations and A3 posters together with UNESCO office for heritage protection. Developed and designed booth layout for ITB Asia in Singapore for 2 years. Built a sustainable trade show booth for Paksé Ecotourism Forum.

Marketing Coordinator @ Tiger Trail

Luang Prabang

Sep 2014 – Sep 2019

Redesigned visual communication platform including print-based signage, tour catalogues, brochures, logos, posters, business cards, and newsletters. Developed and produced original content for two responsive brand websites: Fairtrek.org and Biking-Laos.com. Conceptualized and executed an effective marketing plan, social media strategy, and brand presentation.