

# Kyle Petzinger

Senior Performance  
Marketing Leader

## Contact

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## Skills

Search Advertising  
Excellent

Paid Social Advertising  
Excellent

Affiliate Marketing  
Excellent

Display & Programmatic  
Advertising  
Very Good

People Management  
Excellent

Public Speaking  
Very Good

Strategic Marketing Planning  
Very Good

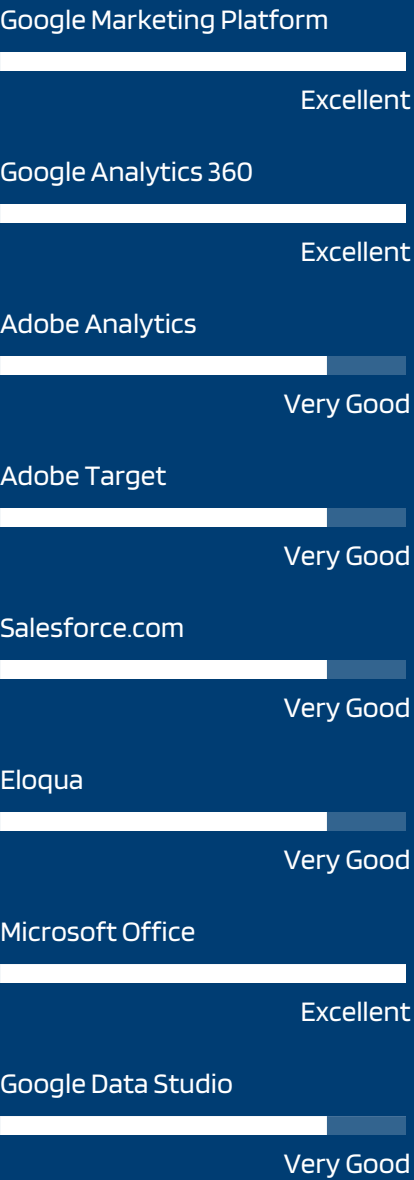
Budgeting & Financial Planning  
Excellent

Strategic, metrics-driven performance marketer with 11 years total and 4 years of people management experience. Deep expertise in executing all aspects of a performance marketing strategy. A veteran in paid media, with a demonstrated ability to show incremental ROI. Comfortable managing eight-figure omnichannel budgets, collaborating with cross-functional teams, & communicating to the C-level.

## Work History

2021-08 - Current	<div><b>Director of Digital Marketing</b> <i>ESET, San Diego, CA</i> Drive the strategic and execution of all digital marketing efforts in North America.<ul style="list-style-type: none"><li>Onboarded a holistic marketing planning system to drive better financial accuracy, improve marketing accountability, and demonstrate marketing effectiveness.</li><li>Work with global headquarters to deliver 5-year strategic marketing, budget, and human resource plans.</li><li>Direct the ongoing transformation of marketing technology to deliver actionable, reliable data across all digital touchpoints.</li></ul></div>
2017-01 - 2021-08	<div><b>Senior Digital Marketing Manager</b> <i>ESET, San Diego, CA</i> Develop, hire, manage, and lead a team of 7 highly analytical digital marketing professionals across analytics, SEM, display, SEO, YouTube ads, affiliates, UX, CRO, and email. Owner &amp; steward of the \$3.5M+ online advertising budget, driving incremental ROI &amp; increased ROAS. Oversee holistic data-driven user acquisition &amp; retention for both the D2C ecommerce store &amp; B2B lead generation program.<ul style="list-style-type: none"><li>Over 4 years, drove D2C e-commerce revenue growth from \$17M to \$24M/year through paid media channel expansion, display advertising efficiency gains, CRO, growth experiments, and LTV focus.</li><li>Grew paid channels from search-only to omnichannel, including display, connected TV, social, native, and more.</li><li>Drove 15% SQL increase + 40% cost per SQL reduction by restructuring SEM campaigns &amp; running form experiments. Restructured B2C paid search accounts &amp; improved creative to drive the equivalent amount of revenue for 60% the cost.</li><li>Led global Google Analytics 360, Search Ads 360, Google Data Studio, Display &amp; Video 360, and Funnel.io implementation.</li></ul></div>

Software



2014-02 -  
2017-01

Lead, Paid Media

*iProspect, San Diego, CA*

Client-facing leader of several high-profile PPC client accounts (Intel, NetApp, Sonos, Sitecore, McAfee, and more), totaling over \$40M in annual global digital advertising.

- Improved Sonos' ROAS by 25% through SEM restructure, extensions revamp, and audience-based cross-sell.
- Led implementation & architecture of Google Search Ads 360 deployment across numerous clients.

2013-07 -  
2014-02

PPC Manager

*iMatrix, San Diego, CA*

Oversaw, optimized, and created start-up clients' paid search accounts, totaling >\$250K/month.

- Improved paid search campaigns standards resulting in a 40% rise in CTR, leveraging findings & optimizations across clients.
- Scaled efficiencies across 120+ accounts through algorithmic automation, scripts, and A/B testing.

2012-06 -  
2013-07

Online Marketing Manager

*Rapid Remodel, San Diego, CA*

Established brand footprint and strategic direction for this home improvement start-up. Directly managed all paid media across various channels with a budget of \$200K per year.

- Created SEM keyword-focused landing pages, resulting in a 40% reduction in CPCs and higher on-page engagement.

2011-11 -  
2012-05

Marketing Manager

*Showing Suite, San Diego, CA*

Oversaw all aspects of marketing, including SEO, PPC, PR, website design, marketing automation, and product marketing.

- Instituted combined SEO/PPC search strategy, resulting in 40% increase in organic visits, and 20% increase in paid media generated product trials.

Education

2010-01 -  
2011-12

Bachelor of Science: Marketing

*University of Phoenix - San Diego, CA*

2006-09 -  
2009-05

Computer Science

*(No Degree) California Polytechnic State University-San Luis Obispo - San Luis Obispo, CA*