

Kyle Patton Taylor

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Work Experience:

Growth Marketing Manager (Lead Generation, Marketing Automation, Website Development) **Feb 2023 – Present**
MDO Holdings *Raleigh, NC*

- Orchestrated and executed multi-channel campaigns and technical workflows yielding over \$4M+ in ETF contract revenue surpassing targets each month
- Spearheaded internal technical marketing translating complex modules into compelling and accessible content
- Produced captivating and user-friendly websites with HTML, CSS, and JavaScript, ensuring seamless functionality, enhancing user experience, driving website traffic, and improving data collection

Email Marketing Account Manager (Portfolio Planning, Campaign Execution, Analytics) **April 2022 – Jan 2023**
Incline Marketing *Rexburg, ID*

- Designed, optimized, and analyzed email campaigns capturing consumer experience in over 19,000 bookings
- Collaborated with cross-functional teams to develop positioning, content, and messaging to resonate with different customer personas generating over \$4.5M+ for industry-leading service companies
- Managed 38 client accounts to drive growth and retention while emphasizing individual brand messaging

Account Executive (Project Management, Cross-functional Teamwork, Customer Service) **Jan 2022 – April 2022**
Soapbox Agency *Rexburg, ID*

- Directed a team of 11 video, graphic, and content specialists to produce digital assets for multiple clients
- Maintained weekly client contact to advance progress and communication resulting in additional contracts

Volunteer Experience:

Marketing Society President **April 2022 – July 2022**
Brigham Young University – Idaho *Rexburg, ID*

- Conducted weekly events with nationwide speakers helping students learn from professionals, provide valuable connections, and gain more passion for marketing
- Boosted weekly attendance by 50%+ through digital advertising and promotion

Full-time Volunteer Representative **Nov 2016 – Nov 2018**
The Church of Jesus Christ of Latter-day Saints *Legazpi, Philippines*

- Created daily lesson plans for individuals and families to make and meet goals to better their lives
- Promoted to a leadership position sustaining housing needs of over 60 apartments and 140 individuals, by forecasting supplies and organizing routes to purchase and deliver supplies in large quantities
- Achieved proficient fluency in Tagalog after 5 months of daily study and practiced application

Education:

Bachelor of Science; Business Management/ Marketing, Minor in Finance **Jan 2019 – July 2022**
Brigham Young University – Idaho Cum Laude (GPA: 3.93 / 4.0)

Minor in Finance - Strategic Financial Planning/ Analysis, Forecasting, and Capital Budgeting

- Awarded BYU – Idaho full tuition scholarship for academic achievement
- *Business Capstone Project*- Launched “Remember When” a semester-long, student-led start-up
 - Appointed as CMO then performed in operations and finance roles
 - Developed company roadmap growing awareness by 15%+ and revenue by 40%+

Software Engineering Certificate **Expected Completion: September 2024**
Springboard Software Engineering Career Track

- 9-month intensive course in Software Engineering methodologies and technologies with 1:1 industry mentor oversight and project completion
- Mastered skills in front-end and back-end web development, databases, data structures, and algorithms

Skills:

Bilingual (Tagalog), Microsoft Office Suite, Adobe Suite, Google Suite, Asana, Hubspot, HTML, CSS, JavaScript, Website Design & Development, Cross Functional Teamwork, Strong Communication, and more