Kyle Frankenfield

MARKETING MANAGER

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EDUCATION

M.B.A. MARKETING
American Military University

B.A. FILM AND MEDIA ARTS
Temple University

SKILLS

- Marketing Strategy
- Budget & CAC Management
- Google ads
- Canva
- Meta Ads
- Google Analytics
- Vendor Relationships
- Market Forecasting
- Budget Management
- Brand Development
- Video Production
- Motion Graphics
- Copy Writing
- SEO
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Microsoft Office Suite
- Google Business Suite
- SharePoint
- Dropbox
- WordPress
- HTML
- CSS
- JavaScript

OVERVIEW

Action-oriented Marketing Manager with a broad range of business and technical expertise. Leads high-performing teams to execute multi-channel campaigns that drive demand generation and elevate brand awareness. Highly skilled in the technical aspects of ad creation, with a hands-on approach to producing engaging creative across all channels. Possesses a strong analytical mindset for translating performance data into actionable insights that fuel strategic growth.

EXPERIENCE

Manager, Marketing | *Sep 2024 - Present* | *All Points Broadband*
Managed and executed integrated, data-driven marketing campaigns across digital, print, and direct mail channels for a rapidly scaling rural broadband provider. Ensured brand consistency and optimized customer acquisition and retention strategies. Provided marketing collateral and operational support to the field sales team.

- Developed and launched campaigns in mature markets that drove 2x the forecasted subscriber growth.
- Oversaw the filming, production, and logistics of a high-impact customer testimonial video used in digital advertising and lead-nurture workflows.
- Designed and executed multi-channel campaigns leveraging audience segmentation data from Claritas, increasing conversion efficiency.

Marketing Coordinator | *Apr 2023 - Sep 2024* | *All Points Broadband*
The executing expert for all marketing activities. Provided hands on knowledge and support for producing creative and outlining strategic implementation.

- Introduced paid digital marketing channels, including Meta and Google Ads, expanding reach and lead generation.
- Implemented comprehensive campaign tracking and performance measurement using Google Analytics, UTM codes, and optimized landing pages, improving ROI visibility.

Marketing Coordinator | May 2022 - Apr 2023 | *CroppMetcalfe*

- Collaborated with cross-functional teams to develop targeted, service-specific marketing campaigns for plumbing, electrical, pest control, and HVAC divisions.
- Enhanced digital performance by producing SEO-optimized website content that improved organic traffic and search rankings.

Master-at-Arms | Nov 2015 - Nov 20220 | *United States Navy*

- Delivered strategic force protection for high-value assets, including ballistic missile submarines and strategic weapons.
- As Assistant Lead Petty Officer, supervised and trained a platoon of 148 sailors, enhancing operational readiness and team cohesion.