

KYLE PETZINGER

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PROFILE

- Seasoned marketing leader with 14 years of experience in consumer, performance media, & growth marketing.
- Expert in developing and executing comprehensive, data-driven paid acquisition marketing strategies.
- Proven success in managing analytics/marketing technologies, data enablement, and optimizing marketing investments for maximum ROI.
- Demonstrated high levels of ownership, responsibility, and initiative in various roles, with a strong marketing analytics and technology management background.

A relentless, customer-focused growth marketing leader with highlights including

Grew **Brightmeds** from \$0 to \$35M ARR in 3 months.

Deployed a media-mix model at **Coding Dojo**, with the results proving the performance of nascent media executions.

Slashed **Sunbasket's** CAC by 20% through media diversification.

Advanced through 3 roles at **ESET** and drove direct-to-consumer e-commerce revenue from \$17M to \$27M/year.

EXPERIENCE

Brightmeds / CheekyMD — Remote

FRACTIONAL D2C HEAD OF MARKETING | 2024 – Present

Launched 2 new brands in the GLP-1 weight-loss space, growing sales from \$0 to \$35M in ARR within 3 months at Brightmeds. Contract roles ending after reaching initial scale and hiring a long-term team.

- Scaled media spend from \$0 to \$80K (~\$30M annual run rate) per day while exceeding CAC targets.
- Blitz hired a team to manage paid search, paid social, creative, landing pages, and marketing automation.
- Led the onboarding and configuration of HubSpot, creating the entire inbound sales process from scratch.
- Created the entirety of the marketing performance reporting stack, harmonizing data from custom CRM, HubSpot, ad platforms, and conversion tracking.

Coding Dojo — Remote

VICE PRESIDENT, MARKETING | 2022 – 2024

Online education bootcamp where I managed a team of 15 marketers (paid, CRO, and lifecycle) in the execution of a comprehensive digital marketing strategy with a focus on paid acquisition with a \$12M annual budget.

- Grew lead volume by 20% and conversion rates by 15% in 3 months through strategic media mix reallocation and a new calendaring system.
- Increased net new student enrollments by 25% in Q4 2022 vs Q4 2023 with a flat budget through media mix optimization, down-funnel CRO, and admissions team follow-up process improvements.
- Championed onboarding an in-house media mix model while establishing a process to prove performance and justify new media executions, tactics, or geographic markets.

Sunbasket — Remote

DIRECTOR OF D2C GROWTH MARKETING | 2022 – 2022

Led team (in-house & agency resources) leveraging marketing mix modeling and other data-driven strategies to maximize a \$24M media budget, driving customer acquisition across 9+ channels.

- Leveraged Experian consumer Mosaic segments to help create personalized marketing messaging, achieving **20% below CAC target while expanding LTV:CAC** within six weeks of role commencement.
- Overhauled & grew the influencer marketing program, growing acquisition contribution 25% over 5 months.
- Led the activation of CTV, driving \$250K in incremental revenue over one quarter.

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ESET — San Diego, CA

DIRECTOR, CONSUMER – GROWTH AND PERFORMANCE MARKETING | 2021 – 2022

For a global cybersecurity company, managed a team of 7 direct reports across paid acquisition (CTV, SEM, affiliates, paid social, display, and more), analytics, SEO, UX, and CRO. Drove the strategic direction & execution of all paid marketing initiatives in ESET's North American market for its consumer division.

- Created a marketing incrementality testing framework, enabling a cadence of media channel expansion.
- Served as the owner of consumer e-commerce revenue, driving revenue from \$17M to \$27M over 3 years.

SENIOR MANAGER, CONSUMER – GROWTH AND PERFORMANCE MARKETING | 2017 – 2021

- Orchestrated a rapid response marketing campaign during a ransomware outbreak, effectively positioning the consumer product as a key defense, leading to the highest 3-day e-commerce revenue in company history.
- Reduced CAC by 20% by developing and implementing a 3-prong measurement framework, optimizing the media mix with MMM, incrementality, and traditional (deterministic) tracking.

TEAM LEAD – GROWTH AND PERFORMANCE MARKETING | 2017 – 2017

- Handpicked by VP of Marketing & Sales as an emerging leader and promoted within 9 months of hire.

iProspect — San Diego, CA

LEAD, PAID MEDIA | 2014 – 2017

Promoted to client-facing account leader of high-profile consumer client accounts – Petco, Sonos, Gap, Intel, and more. Led strategic planning and campaign execution across diverse go-to-market (GTM) motions.

- Managed high-profile client accounts totaling over \$45M in annual digital advertising.
- Improved Sonos ROAS by 25% through paid search / SEM account restructure and optimization.
- Streamlined the transition of 10+ client accounts to DoubleClick for Search.

SENIOR ASSOCIATE, PAID MEDIA | 2014 – 2015

iMatrix — San Diego, CA

PAID MEDIA MANAGER | 2013 – 2014

Rapid Remodel — San Diego, CA

ONLINE MARKETING MANAGER | 2012 – 2013

Showing Suite — San Diego, CA

MARKETING MANAGER | 2011 – 2012

EDUCATION

BS in Business: Marketing – University of Phoenix - San Diego / Cal Poly, San Luis Obispo

COMPETENCIES

Marketing Planning & Strategy, Direct-to-Consumer, Acquisition Marketing (Paid Search, Social, Native), Multi-Channel Marketing / SEM, Data-Driven Optimization, Data Analytics & Reporting, Demand Generation, P&L / Budget Management, People Leadership, Project Management, Salesforce, HubSpot, Google Ads, Google Analytics, Adobe Analytics, Excel