
KERRY KENDALL

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Marketing – Digital Creative – Execution - Engagement

Highly driven, results-oriented Digital Marketing Manager with BSc in Economics & Marketing and 10+ years of experience strategizing, building, and delivering global integrated omni-channel campaigns. Drives customer acquisition, engagement, and sales conversions in the entertainment industry. Proven ability to evaluate customer experience insights, harness data analytics, and test program performance to optimize funnels across major channels. Provides transparent communication to all levels of stakeholder.

KEY COMPETENCIES & SKILLS

DIGITAL MARKETING • ADVERTISING • SOCIAL MEDIA • FACEBOOK • INSTAGRAM • YOUTUBE • TIKTOK • SNAPCHAT • EMAIL MARKETING • INFLUENCER MARKETING • ENGAGEMENT • CONVERSION • ACQUISITION • CONTENT CREATION • OPTIMIZATION • DISPLAY MEDIA • VIDEO PRODUCTION • GAMES • CAMPAIGN PLANNING & EXECUTION • PRODUCT PROMOTIONS • BRAND MANAGEMENT • COMMUNICATION • COLLABORATION • LEADERSHIP • PRESENTATIONS • TREND ANALYSIS • PARTNERSHIPS • RELATIONSHIP DEVELOPMENT • RESEARCH • ANALYTICS • STRATEGY • CREATIVE THINKING • PROBLEM SOLVING • REPORTING • TESTING • CONSUMER INSIGHTS • CONTINUOUS IMPROVEMENT

PROFESSIONAL EXPERIENCE

DIRECTV, LOS ANGELES, CA

03/2022 – 1/2023

LEAD ADVERTISING AND CREATIVE SERVICES MANAGER: Oversee digital acquisition creative development, execution, and analytics to deliver a digital first consumer experience with audience first creative for both DIRECTV Stream and DIRECTV Satellite products.

KEY COMPETENCIES: PROJECT MANAGEMENT, CREATIVE DEVELOPMENT, AGENCY MANAGEMENT, ANALYSIS, STRATEGY

Lead lower funnel retargeting creative strategy to optimize digital performance acquisition campaigns

- Collaborated with creative agency, e-com team, and media team to test multiple creative tactics utilizing dynamic creative optimization to influence future campaigns
- Landed on key messaging and visual tactics that yielded a 32% efficiency in cost per sale (CPS)

KEY COMPETENCIES: PROJECT MANAGEMENT, CREATIVE DEVELOPMENT, AGENCY MANAGEMENT, PARTNER MARKETING

Lead mid funnel premium channel digital performance acquisition

- Liaised for content submission and approvals from key DIRECTV premium providers (HBO, Cinemax, Showtime, Starz, MGM+)
- Maintained the top performing creative in the entertainment segment for the year producing above benchmark click through rates and efficiency in cost per sale

SONY PICTURES ENTERTAINMENT, CULVER CITY, CA

SENIOR MANAGER, DIGITAL MARKETING:

1/2022 – 3/2022

MANAGER, DIGITAL MARKETING:

6/2014 – 12/2021

ASSOCIATE MANAGER, DIGITAL MARKETING:

12/2011 – 6/2014

Lead multi-channel global marketing strategies for 15+ top tier film and TV products per year. Create integrated campaigns and drive user acquisition initiatives with above-benchmark engagement and sales conversions. Conduct testing and utilize analytics to optimize creative content performance on all major platforms.

KEY COMPETENCIES: MARKETING, CREATIVE CONTENT STRATEGY, ANALYSIS, EXECUTION, COLLABORATION, SOCIAL MEDIA
Contributed to 150% of sales goal by 50% with creative advertising spot for Spider-Man: Far From Home Blu-ray/digital release

- Analyzed theatrical campaign and market trends to gain key audience insights
- Developed content strategy and contracted creative vendor to execute concept
- Implemented content piece across organic social and seeded in collaboration with publicity team gaining 5M+ views

KEY COMPETENCIES: SOCIAL MEDIA MARKETING, PROJECT MANAGEMENT, IMPLEMENTATION, ANALYTICS, REPORTING
Increased customer engagement by developing and executing self-serve social media advertising cadence with multiple \$50K integrated campaigns and average cost per result of \$0.01

- Harnessed holistic marketing plan to identify and size out key target audiences on each platform
- Generated creative and copy, set up campaigns in ads manager platforms, and launched media
- Utilized analytics data to optimize creative/audience and develop in-depth reporting for internal teams

KEY COMPETENCIES: COMMUNICATION, COLLABORATION, INFLUENCER MANAGEMENT, PARTNERSHIPS, BRANDING, MESSAGING
Improved exposure directing social media influencers and creating content with 25M views at <\$0.05 per view

- Reviewed insights from theatrical campaigns to inform RFP and agency/influencer selection process
- Negotiated prices with agencies and influencers, and obtained approval from Legal and Brand Marketing teams
- Collaborated with influencers to launch and optimize social content to increase brand awareness

KEY COMPETENCIES: CONSUMER MARKETING, ANALYSIS, TEAMWORK, REVENUE GROWTH, CMS PLATFORM MANAGEMENT
Generated \$200K+ incremental revenue by spearheading launch of new direct-to-consumer movie platform

- Partnered with commercial teams to identify, test, and execute price reductions on key movie titles
- Negotiated monthly retainer to create email blast and social media asset materials to promote sales
- Assessed dashboard analytics on ongoing basis to optimize on-platform sales

OTHER RELEVANT EXPERIENCE

COOKMAN INTL. / NATIONAL RECORDS, LOS ANGELES, CA	DIGITAL MARKETING MANAGER	2011 - 2011
CAPITOL LATIN, CAPITOL RECORDS LLC, LOS ANGELES, CA	DIGITAL MARKETING MANAGER	2006 - 2011

AWARDS

TELLY AWARDS, SEASON 41 (2020)	SOCIAL VIDEO, CRAFT-MOST VIRAL	SILVER
TELLY AWARDS, SEASON 41 (2020)	SOCIAL VIDEO, SERIES-MEDIA & ENTERTAINMENT	SILVER
TELLY AWARDS, SEASON 41 (2020)	SOCIAL VIDEO, GENERAL-MEDIA & ENTERTAINMENT	BRONZE
STREAMY (2020)	ZACH KING/SPIDER-MAN FAR FROM HOME	NOMINATION
STREAMY (2020)	RUDY MANCUSO/SPIDER-MAN: INTO THE SPIDER-VERSE	NOMINATION
W3 AWARDS (2020)	RUDY MANCUSO/SPIDER-MAN: INTO THE SPIDER-VERSE	WINNER

EDUCATION

UNIVERSITY OF FLORIDA, GAINESVILLE, FL
BACHELOR OF SCIENCE – ECONOMICS & MARKETING