

# KEVIN MICHAEL MARTIN

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## Digital Marketing Leader

Strategic Planning | Global Staff Leadership | Product Marketing

### PROFESSIONAL PROFILE

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Innovative and forward-thinking digital marketing expert with hands-on experience in developing cutting-edge digital marketing campaigns to boost engagement and drive revenue generation. Thrives in high-volume environments with ability to navigate ever-changing business needs, build key marketing programs, improve marketing technology, and continuously drive profitability.

- **Recognized for Subject Matter Expertise** across Digital Marketing, Product Management, Innovation, Program Building, Global Team Leadership, and Communication Skills.
- **Adept at cultivating partnerships and building trusted relationships** across organizations, fostering buy-in across differently thinking teams and departments to best coordinate launches and improve product technology.
- **Unparalleled ability to lead large and diverse global teams**, with an ability to translate ambiguous questions into action steps and technical concepts to foster understanding and alignment within projects.
- Experience complemented by a **Master of Communications (Digital Media)** from **University of Washington**.

### AREAS OF EXPERTISE

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Digital Marketing – Multimedia Platforms – Project Management – Leadership – Process Tracking – Change Management  
Strategic Planning – Product Management – Advertising – Data Management – Go-to-Market Strategies – Trend Analysis  
Engagement Marketing – Testing Plans – Quantitative Analysis – Product Launches – Problem Solving – Collaboration  
Matrixed Teams – User Experience – SEM / SMM / SEO – Social Media Platforms – MS Office – Adobe Creative

### PROFESSIONAL EXPERIENCE

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**AMERICAN HERITAGE RAILWAYS – DURANGO, CO**

2019 to Present

**Head of Marketing & Sales** | Heritage Railways Tourism Industry

Coordinate with GM's of 6 subsidiaries to build marketing strategy and B2B sales for a Premier Heritage Railways company and the Polar Express global brand. Lead team of 14 in the implementation of marketing strategy, optimizing performance, managing brand health, and introducing multi-channel performance marketing efforts to optimize across key KPI's.

- Improved key processes/programs in support of 1.5M tickets in 2019 and 500K sales in Q4 Polar Express riders.
- Standardized process between agencies and internal marketing managers improving optimization and reporting processes, reducing evergreen marketing spend by \$2 per ticket resulting in more than \$500K savings in second half 2019.
- Established evergreen and digital advertising campaigns through traditional digital channels driving avg. 70X increase in ROAS and 6.2K% ROAS through Microsoft BING ADs.
- Expanded group B2B Sales 45% by \$800K, leveraging existing relations to expand across our sister Railroads (WA and NC).

**MICROSOFT – REDMOND, WA**

2018 to 2019

**Marketing Project Manager Contract** | Microsoft 365 Studios

Introduced a Social Media Creative Design team to leverage the Agile design process for delivering 50+ assets each month to support social marketing campaigns for Microsoft applications. Interface and liaise with Business and Marketing teams to foster buy-in and to ensure alignment of actions.

- Oversaw up to 10 cross-functional team members, including agency staff, designers, writers, and freelancers in delivering world-class marketing content; built key processes/programs and influenced forward progress.
- Collaborated with Social Media, Brand, and Design teams to deliver Microsoft 365 Social Media Marketing guidelines in <2 months (1 month below average), now used as core brand guidelines.

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*Microsoft continued*

- Standardized workflow and built pipeline between agencies and global paid media teams to deliver 145 digital advertising assets per campaign in 72 hours.
- Produced top performing Enterprise B2B social media content in ~48 hours for MSFT Teams application, driving highest engagement in the history of the M365 Twitter Channel by 5X.
- Simultaneously managed 12-15 projects with varying deadlines, and multiple business owners to completion. Delivering 90% of projects under budget by 20% on average.
- Implemented design process for social media using Sketch that decreased cost per asset by 200%.

**AMAZON.COM – SEATTLE, WA**

2014 to 2017

**Senior Social Marketing Manager** | Automated Advertising (2016 – 2017)

Influenced Amazon wide social marketing efforts by designing and implementing A/B performance campaigns across Facebook, Instagram, Twitter, Pinterest, etc. to fully optimize ad performance to increase sales through personalized ads. Worked within teams of 30 to 40 across the global, e.g. EMEA and USA. Focused on product development, marketing, content creation, and project management to drive quantifiable outcomes.

- Collaborated with teams to design cutting-edge incremental video measurement technology, which measured LTV DSI lift performance of video advertising on sales over 7, 14, and 30 days.
- Designed and implemented video experimentation methodology running 30 experiments on FB and IG per quarter; drove ROI positive video campaigns within 3 months, driving statistically significant DSI lift values
- Supported \$400M in incremental value in 8 months, based on entire ad team’s contributions.
- Wrote and managed first QBR document presented directly to senior leadership and CEO’s, aligned input from 5 organizations and established a key partnership between creative and marketing automation teams.
- Received an innovation award for internal team hackathon; altering Redshift code base and Facebook Marketing API to visualize all Amazon Global sales on Facebook in real-time.

**Senior Global Program Manager** | Amazon.jobs (2015 – 2016)

Owned and launched the Global Careers website, establishing global programs and leading teams to manage projects to increase traffic. Built processes to support global teams, onboarding, self-service content management, and training.

- Collaborated with tech, brand, legal, business, HR, and UX design teams in the redesign and launch of Amazon.jobs 2.0 in under 4 months.
- Instrumental role in the site reaching top 10 most visited careers sites in the world within first 3 months of launch.
- Managed global migration project that redirected 200+ pages and 8 global career micro-sites to Amazon.jobs in under 8 weeks, driving 10X increase in global traffic.
- Designed, implemented and led global processes to create and manage content, influenced teams onboarding stakeholders by building a global team of 50+ to support in China, Japan, Africa, EMEA, Canada, and the US.

**Content Manager** | Global Talent Acquisition (2014 – 2015)

Led employment marketing campaigns, trained recruiters, supported launch of the global employment brand campaign, and orchestrated the launch of Amazon’s global careers website (Amazon.jobs).

- Drove corporate global employment marketing efforts during largest increase in headcount of 125K in 1 year.
- Led recruitment marketing module for new hire orientation in 2 months, training 50-100 recruiters every month, and influencing more than 1K recruiters across the year
- Owned publishing process, content design, and strategy for LinkedIn corporate page, doubling engagement and increasing audience from 400K to 1.5M in <6 months; engagement award by LinkedIn account team.

**DIGITAL MEDIA STRATEGIST/ ADVERTISER, DENVER, CO (2012-2014)**

**FREELANCE CONSULTANT – DIGITAL MEDIA SPECIALIST, SEATTLE, WA (2007 – 2012)**

**FORT LEWIS COLLEGE, VISITING ADJUNCT FILM PRODUCTION PROFESSOR, DURANGO, CO (2007 – 2008)**

EDUCATION

**MASTER OF COMMUNICATIONS, DIGITAL MEDIA – UNIVERSITY OF WASHINGTON**

**BACHELOR OF ARTS, SOCIAL SCIENCES – FORT LEWIS COLLEGE**