

# Kyle Hixson

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## Experience

**Precision Cabinets & Trim** Brentwood, California **2010 - Present**  
**Marketing Coordinator**

Attain Marketing and Sales goals via increased exposure, full company re-branding, and aggressively tapping new markets while increasing marketing efficiency and general advertising effectiveness.

- Oversee development of annual catalog, quarterly newsletter, monthly e-blasts, printed advertisements
- Oversee design of new website targeting homeowners, monitor traffic, make changes/additions accordingly
- Manage document control of product literature, manuals, user guides, etc.
- Coordinate marketing material production with photographers, paper printers, apparel printers, distribution teams

**Hixson Photography** Oakland, California **2009 - Present**  
**Independent Contractor**

Providing still and panoramic photography to local "Virtual Tour" hosts in the high-end real estate sector. Approx. 60% market share acquired from local competition utilizing a relationship-marketing business model coupled with a market penetration pricing strategy. Freelance portraiture, product photography, and miscellaneous web-based projects.

- Produce website, monthly e-newsletter, East Bay flier campaigns and targeted email campaigns
- Utilizing social media marketing to cheaply maintain/build client relationships, build interest and hype
- Employ price-incentive promotions and online calls-to-action

**Village Associates Real Estate** Orinda, California **2007 – 2009**  
**Advertising Coordinator**

Maintained an extremely high visibility rating during a very poor housing market. Firm retained number one position in sales throughout Contra Costa County; awarded "Real Estate Firm of the Year" by *Contra Costa Business Times* in both 2007 and 2008.

- Managed relationship and coordinated with local printer to produce traditional media print advertising.
- Acted as company photographer and digital editor of photographic media.
- Planned, designed, proofed weekly full-page newspaper ads. Furthermore, designed quarterly full-page ads featured in *Luxury Magazine* as well as ads for local sponsorship projects.
- Supervised and cross-trained new employees across multiple competencies.
- Streamlined marketing and advertising budget and developed measurement metrics comparing expenditures and effectiveness.

**American Predator Corporation** Morgan Hill, California **2005**  
**Marketing Intern, Assistant to Marketing Manager**

Worked to improve documentation for the engineering and production groups with the goals of improving standards compliance and production efficiency.

- Trade-show coordination: budget, registration, logistics and overall cost/benefit analysis. Assisted with various new product launches by performing web updates, designing and updating product literature, sending e-blasts, and writing press releases. Assisted with management of CRM/sales-lead database. Performed all company photography and digital manipulation.
- Managed website and intranet, developed ISO-9000 compliant procedures, documentation and training materials.

## Education

**California State University Chico** Chico, California  
**Bachelors of Science: Business Administration - Marketing**  
Marketing Lead for Chico State C.A.T.S. Campaign (Caring About Today's Students)

- Oversaw campaign PR, advertising and logistics.
- Coordinated production of marketing print, tchotchkes, uniforms, etc.