

Kyle Golding

2132 N.W. 27th, Oklahoma City, OK 73107
(405) 361-4927 • (405) 524-1797
www.kylegolding.com • kylegolding@sbcglobal.net

Hello!

My name is Kyle Golding and I am a full service creative professional. I started my career in a pre-press department, learning the mechanics of design. I worked my way up through marketing departments with innovative ideas and hard work, winning multiple awards along the way. My experiences at every level of communication shapes my leadership style to day. I am able to use both sides of my brain: planning, strategy and measurement just as effectively as conceptualizing, graphic design and art direction.

I have successfully directed advertising, marketing and public relations for large corporate enterprises, nonprofit organizations and communications firms. I have a strong background in creative design, project management and strategic planning that makes me a solid member of a leadership team. I enjoy being able to offer creative solutions to business issues.

In previous positions, I conducted market research and analysis, created and implemented short and long term strategies and launched and maintained separate but cohesive advertising campaigns. I was also tasked with budgeting, internal communications and staff development. I planned and managed all internal and external communications, including media and customer relations.

I have been responsible for multimillion dollar marketing efforts that included print, radio, television and outdoor advertising with a focus on strong messaging. I have an extensive background in progressive marketing campaigns that included strategic planning, branding, graphic design, public relations and social media. My goal is to provide comprehensive efforts through coordination of projects, database analysis and integrated advertising.

I have created entire award-winning visual identities, advertising materials, packaging and signage for national and international companies. This includes corporate branding, catalogs, direct mail, national and international brochures, promotional items, technical manuals, company website and more. I have an aggressive marketing style, with an emphasis on branding, polished production and consistent messaging.

I have provided background, written copy and taken photos that have been featured in numerous general and trade publications. I am well versed in writing for advertising, press releases, technical and feature articles. I am also experienced directing photo shoots, providing on-air interviews and public speaking.

Having worked in all aspects of marketing, management and production, I possess a great deal of experience and insight. My experience and wide skill set me apart. Please consider the talent and abilities I have to offer.

Yours truly,

Kyle Golding

Enclosure: Resume

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Skills Summary:

Marketing: Advertising Campaign Concept and Execution, Art Direction, Branding and Identity, Content Development, Copy Writing, Graphic Design, Market Research and Analysis, Media Buying, SEO, Tradeshow, Website Management

Public Relations: Feature Writing and Placement, Interview Coaching, Media Relations, Press Release Writing and Distribution

Production: Casting, Color Correction, Film and Digital Photography, Lighting, Storyboarding, Talent Direction, Video Production

Employment History:

- Comtech Direct Mail Solutions** 117 E. Hill, Oklahoma City, OK
Director of Marketing and Public Relations 2010 to 2011
Created a brand new sales and marketing department from the ground up. Developed strategic outline and marketing plan for creating areas of growth without deterring from customer base. Repositioned a traditional printer/mail house to a full service, digital communications firm via updated corporate identity, publication and direct mail campaigns. Increased business-to-business relationships through chamber of commerce and professional organization memberships. Utilized community outreach, public relations and social media to create a positive image of the business, employees and owners. Managed sales staff, set goals and tracked progress. Recorded best first quarter sales in company history after implementation of new marketing strategy.
- Pelco Products, Inc.** 320 W. 18th, Edmond, OK
Director of Marketing and Public Relations 2008 to 2010
Fully responsible for creating a new marketing department to manage sales, product development and public relations. Researched, planned and implemented a multi-year marketing/advertising/public relations strategy for three different product lines. Determined the demand for products and identify potential customers by conducting customer surveys, evaluating market conditions and analyzing competitor data. Created pricing strategies to maximize profits, market share and customer satisfaction. Managed new product development process including budgets, expenditures, research/development, return-on-investment and profit-loss projections. Developed niche market direct marketing campaigns utilizing industry ads, direct mail/e-mail, website and phone contact. Gained national attention for company through cover features in publications and online sites. Increased sales and gained market share to record highs during a down economic period.
- United Way of Central Oklahoma** 1315 N. Broadway Place, Oklahoma City, OK
Director of Marketing & Creative Services 2005 to 2008
Provided creative direction, marketing, brand development and communications expertise for United Way of Central Oklahoma's public image. Developed the annual advertising campaign concept through implementation, including the print, television and radio, outdoor and promotional video. Responsible for design of all collateral material and management of the website. Provided support to the Resource Development staff in maintaining donor relations and developing market share. Managed two million dollar cross-platform advertising program for maximum impact. Increased donations by over 10% and media partners by 25%.
- BikeMine** 1639 West Sheridan, Oklahoma City, OK
Marketing and Public Relations Manager 2003 to 2005
In charge of all U.S. advertising and public relations for eight international product lines including Continental Tires and Masterlock. Created layout and copy for catalogs, magazine ads and press releases. Designed catalogs, multimedia press kits, price list and trade show exhibits. Photographed and color corrected all products for catalog. Placed product features in over 50 national publications.
- ClimateMaster, Inc.** 7300 S.W. 44th, Oklahoma City, OK
Marketing Designer 1999 to 2003
Responsible for all internal and external printing and graphic services. Conception and design of corporate identity and advertising materials. Created bilingual brochures and technical manuals. Photographed / illustrated all company products, parts, and applications. Produced multimedia presentations, packaging, promotional items, and trade show exhibits. Scanning, digital printing, color correction and press approvals. Increased sales and market share every year, from loss leader to profit mode.

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Software:

Adobe Acrobat Professional, Dreamweaver, Fireworks, GoLive, Illustrator, InDesign, Photoshop
Microsoft Excel, Outlook, PowerPoint, Word

Awards:

Oklahoma City Advertising Club

2011 Gold Award: Best Out-Of-Home Display

2011 Bronze Award: Best Card/Invitation

2011 Bronze Award: Best Point-Of-Sale

2011 Bronze Award: Best Logo

2009 Bronze Award: Best Card/Invitation

2005 Gold Award: Best Annual Report

2005 Bronze Award: Best Card/Invitation

Oklahoma State Department of Tourism

2006 Redbud Award: Best Brochure

Oklahoma Museum Association

2006 OMA Award: Outstanding Promotional Piece and Outstanding Newsletter

OKC Business Forty Under 40 Achievers

Annual Special Edition: Published October 17th, 2005

Education:

Bachelor of Arts: Mass Communications
Oklahoma City University

Professional Training:

Sandler Training
2010-2011

Community Involvement:

Member: Allied Arts, Oklahoma Visual Arts Coalition, Oklahoma City Foundation for Architecture, Oklahoma City Philharmonic Overture, United Way Emerging Leaders

Leadership: Fundraising Chair (2011-2012) Public Relations Society of America Oklahoma City Chapter
Public Relations/Marketing Committee Chair (2011-2012) Oklahomans for the Arts
Creative/Marketing Chair (2011-2012) Inclusion In Art
President (2010-2011) and Marketing Chair (2009-2011) Oklahoma City Philharmonic Associate Board
Executive Committee (2010-2011) Oklahoma City Philharmonic Board

Committees: BSA Western Council Marketing Committee, Harn Homestead Hootenanny and Fondue Fandango Committee, Oklahoma Visual Arts Coalition 12x12 Fundraiser Committee, Parkinson Foundation Hoopla Committee

Volunteer: Allied Arts, Big Brothers Big Sisters, Harn Homestead Museum, Make-A-Wish Foundation of Oklahoma, March of Dimes Oklahoma Chapter, Oklahoma City Festival of the Arts, Parkinson Foundation of Oklahoma