

Kyle Golding

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

Skills Summary:

Marketing: Advertising Campaign, Art Direction, Branding, Copy Writing, Corporate Identity, Graphic Design, Illustration, Market Research/Analysis, Media Buying, Multimedia Production, Public Relations, SEO, Tradeshow, Website Management

Software: Adobe Acrobat, Illustrator, GoLive, ImageReady, InDesign, Photoshop
Macromedia Dreamweaver, Fireworks, Flash, Freehand
Microsoft Excel, Outlook, PowerPoint, Word
Quark Express

Photography: 35mm, Medium Format, Digital Shooting, Color Correction, Directing Photo Shoots, Scanning, Studio Lighting

Employment History:

- Pelco Products, Inc.** 320 W. 18th, Edmond, OK
Marketing Director 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. Designed, executed and maintained website with interactive search engine and print catalogs for nine thousand part numbers. Developed niche market direct marketing campaigns utilizing industry ads, direct mail/e-mail, website and phone contact. Gained national attention for Pelco Products through features in publications Inc. Magazine, Quality Magazine, Manufacturing Today, Utility Products, Management Today and more. 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 2006 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/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 / Production Artist 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.
- Freelance Graphic Design** 2132 NW 27th, Oklahoma City, OK
Graphic Designer / Creative Consultant 2000 to Present
Complete creative services, including concept, design, layout, logo creation, merchandising, marketing, corporate identity and web development for corporations, publications and non-profit organizations. Interpret clients communications strategies to develop creative approaches and treatments. Award winning design on contract, freelance and project basis.

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Teaching:

GCOM 1053 Electronic Publishing: InDesign
Oklahoma City Community College

Awards:

Oklahoma City Advertising Club

2008 ADDY Bronze Merit Award: Best Card/Invitation
2005 ADDY Gold Award: Best Annual Report
2005 ADDY Bronze Merit Award: Best Card/Invitation

Oklahoma State Department of Tourism

2006 Redbud Award of Merit - Best Brochure

Oklahoma Museum Association

2006 Outstanding Promotional Piece
2006 Outstanding Newsletter

OKC Business Forty Under 40 Achievers

Annual Special Edition: Published October 17th, 2005

Education:

Bachelor of Arts: Mass Communications
Oklahoma City University

Community Involvement:

Member: Allied Arts, Oklahoma Visual Arts Coalition, Harn Homestead Museum, Oklahoma City Foundation for Architecture, Oklahoma City Museum of Art, Oklahoma City Philharmonic Associate Board, United Way Emerging Leaders

Leadership: Oklahoma City Philharmonic Associate Board President (2010-2011), Marketing Chair (2009-2010)

Committees: Harn Homestead Hootenanny, Territorial Christmas and Fondue Fandango (2005 - 2010); Individual Artist of Oklahoma Not So Silent Night (2003 - 2004); Oklahoma Visual Arts Coalition 12x12 Sale and Fundraiser (2006 - 2009); Parkinson Foundation Hoopla (2007 - 2009)

Volunteer: Big Brothers Big Sisters, Harn Homestead Museum, Make-A-Wish Foundation of Oklahoma, Parkinson Foundation of the Heartland, Oklahoma City Festival of the Arts; Allied Arts Campaign; Redbud Race Classic; OK Heart Walk

Focus Groups: Oklahoma City Chamber of Commerce "Project Next" under forty focus group; Oklahoma Convention and Visitors Bureau "Cultural Development Corporation" focus group