

Kenneth Eichstaedt

3044 N Oakland Ave, Milwaukee, WI 53211 ☎ 262-501-4201 ✉ kjeichstaedt@gmail.com



OBJECTIVE

Develop and execute high-level marketing strategies to secure customers, increase market share, and grow brands.

KEY SKILLS & PROGRAMS

- Development of marketing content specific to audience and channel (print, web, email, social, event, and more)
- SEO planning and execution to rank high on Google. Analysis of Google Analytics, Adwords, & Search Console
- Website editing and maintenance (Wordpress, Squarespace, HTML, CSS)
- Writing and writing for web utilizing metadata, H1/H2/H3 tags, keyword placement, and list elements
- Explosive social media growth techniques and social media targeting (Twitter, Facebook, LinkedIn, Instagram)
- Video & audio production (Final Cut Pro, Adobe Premier Pro, iMovie, Camtasia, Logic Pro X, Pro Tools)
- Graphic design, photo editing (Adobe Creative Suite)
- Plan and execute industry tradeshows. Design eye-catching displays, obtain high-traffic booth locations, coordinate booth engagement methods, and utilize strategic sponsorships to obtain the maximum amount of leads
- Knowledge of programs Salesforce, Mailchimp, Constant Contact, Drift, Typeform, Greenhouse, and Zendesk

WORK EXPERIENCE

Freelance Professional

Clients in the financial, fashion, insurance, sports, real estate, music, and fitness sectors

*Dec 2018 – Present
Milwaukee, WI*

Creative Services, Consulting & Management

- Establish and execute marketing campaigns to achieve tangible results for individuals and brands.
- Content development and maintenance, including but not limited to: websites, graphics, literature and more.
- Growth of 20,000+ organic followers in 2019 across social media platforms.
- Produced, hosted, and published podcasts. Directed, produced, and published videos.

The American Deposit Management Company

A Treasury Management & Financial Services Company

*March 2018 – Dec 2018
Pewaukee, WI*

Manager, Sales & Marketing

- Managed a diverse team and multiple projects on an in-person and remote basis.
- Ushered in new website and rebrand, implemented Drift Chatbot software and Typeform data collection tools.
- Increased website impressions 501%, increased website clicks 452% in first 3 months of website re-launch.
- Worked with SEO partner to position ADM as 1, 2, and 3 on Google.
- Developed appealing and engaging content of all varieties (print, email, social, video, blog/vlog, graphic, and more).

ETE Reman

State-of-the-Art Automotive Transmissions Remanufacturer

*Feb 2017 - Feb 2018
Brown Deer, WI*

Marketing Coordinator

- Coordinated and executed direct-mail and email campaigns. Worked with vendors to develop company materials.
- Wrote the highest performing company articles of 2017 (engagement rate), published in Transmission Digest.
- Produced video and audio content to promote company events. Planned and executed photo shoots; photo editing.
- Managed company social media accounts, increased organic reach 20+% YOY. Grew @etereman Twitter account from 50 followers to larger than any industry competitor in 10 months.

EDUCATION

University of Wisconsin-Milwaukee, *Graduated May 2016*

Bachelors in Marketing with Certificate in International Business

- UWM Honors College and Deans List
- Recipient of Lubar Scholarship, awarded for outstanding academic achievement

Jonkoping International Business School (Sweden), *Fall semester 2014*

- Most internationally diverse university in Scandinavia
- Exposure and insights to Nordic business methods

Knowledge of English, Spanish, and Mandarin Chinese. References and work samples available upon request.