

Kyler Thompson

Copywriting, Growth, & Content-Forward Marketer

201-562-2120 • Los Angeles, CA • kylerkennedy11@gmail.com • www.kylerkennedy.com

EXPERIENCE

Content Marketing Manager, AWS Global Startup Marketing
Amazon Web Services (AWS) | Santa Monica, CA

Sep 2024 - Present

Responsible for overseeing the development, production, and distribution of high-quality content on various channels such as editorial, social media, video, email, paid ads, etc., aligning with AWS Startups' strategic priorities, themes, use cases, and target industries. Responsibilities include:

- **Developing and executing high-impact content strategies** across editorial, social media, video, email, and paid ads to drive AWS Startups' market leadership, increase engagement, and attract new customers.
- **Leveraging customer journey insights** to refine content strategy, ensuring stronger alignment with true startup needs and maximizing conversion opportunities. Constantly innovating with bold, high-value ideas to solidify AWS as the preferred partner for startups.
- **Writing persuasive, conversion-driven copy** for 10-15 content pieces per month, including blogs, paid ads, video scripts, and email campaigns, optimizing for engagement, lead generation, and retention.
- **Optimizing all published content** for SEO and AWS brand standards, refreshing underperforming assets to maximize search rankings, increase traffic, and improve lead capture.
- **Managing multi-channel marketing campaigns** across social, editorial, video, podcast, and advertising, ensuring seamless execution while closely tracking performance metrics to refine strategies and drive ROI.
- **Leading agency partnerships** by providing sharp creative direction and actionable feedback, ensuring all deliverables meet AWS's high standards and contribute to demand generation goals.
- **Establishing and optimizing CRM workflows** in Asana to improve operational efficiency, streamline campaign execution, and enhance collaboration among sales, engineering, and marketing teams.
- **Coordinating closely with sales and customer success teams** to align marketing efforts with revenue-driving initiatives, address pipeline bottlenecks, and create campaigns that directly impact AWS's bottom line.
- **Overseeing large-scale video productions** to ensure seamless execution and high-quality content that enhances brand authority and drives audience engagement.

Content Marketing Manager
Edge | Mountain View, CA (Remote)

Dec 2023 - August 2024

First content hire tasked with creating, delivering, and managing a brand new global content strategy covering 10 channels for B2B and B2C.

- **Led the development and execution of a high-performing content pipeline**, producing 20+ conversion-focused assets monthly across web, radio, blog, video, email, paid ads, and social media to drive customer engagement and revenue.
- **Partnered with sales teams to enhance outreach and accelerate deal velocity**, crafting persuasive one-pagers, cold email sequences, and video tutorials that improved prospect engagement and conversions.
- **Implemented data-driven content strategies**, leveraging A/B testing and keyword research to optimize for SEO, increase organic traffic, and maximize lead generation.
- **Directed a global rebranding initiative**, establishing new tone guidelines, visual updates, and workflow optimizations to strengthen brand consistency and market positioning.
- **Optimized UI/UX content** to improve readability, accessibility, and overall customer experience, ensuring higher engagement and retention.
- **Managed content budgets and agency partnerships**, scaling team output by hiring and leading two additional writers to increase content production without sacrificing quality or effectiveness.

Content Marketing Manager

2023

Lexion (Now Docusmart) | Seattle, WA (Remote)

Early hire on a marketing team within the SaaS legal AI space, contributing to overall marketing content strategy.

- **Designed and executed a high-impact social media strategy**, boosting organic engagement by **20% in 60 days** and achieving the highest monthly impressions in company history (**+53% MoM**), driving brand awareness and inbound leads.
- **Managed the end-to-end production of 50+ high-converting content assets**, including blogs, e-books, email campaigns, and executive ghostwriting, ensuring timely delivery and alignment with revenue-driving objectives.
- **Led cross-functional collaboration** to streamline content workflows, resolve bottlenecks, and provide strategic updates to co-founders, ensuring content efforts supported business growth.
- **Repurposed high-value video and webinar content** for multi-channel distribution, maximizing engagement and extending audience reach across platforms.
- **Leveraged data analysis and A/B testing** to refine content strategies, including launching a high-performing cold lead newsletter with a **37.8% open rate and 7.4% click-through rate**, strengthening pipeline development.
- **Established scalable content operations**, maintaining detailed project documentation, timelines, and stakeholder communication workflows to improve efficiency and execution.

Client Messaging Strategist + Diversity ERG Leader

2021 - 2023

Postscript | Scottsdale, AZ (Remote)

'Postscript Plus' is an in-house creative agency specializing in white glove service for D2C SMS marketing messaging.

- **Managed a portfolio of e-commerce clients**, from small businesses to enterprise brands, optimizing their SMS marketing campaigns to drive engagement and revenue. Clients consistently achieved **40%+ channel growth** through strategic content scheduling and execution.
- **Developed high-performing SMS campaigns**, aligning messaging and schedules with client goals to maximize conversions and customer retention across multiple time zones.
- **Monitored key performance metrics (ROI, engagement, earnings per message, unsubscribe rates)** to ensure account health, optimize campaign effectiveness, and drive client renewals.
- **Implemented a streamlined feedback and tracking system**, improving communication, refining creative execution, and ensuring seamless project management for ongoing client success.
- **Championed DEI initiatives as a leader of an employee resource group for people of color called "Shades"**, collaborating with senior leadership to launch company-wide programs, organize networking and mentorship opportunities, advocate for employee wellness, and foster an inclusive work environment.

ADDITIONAL RELEVANT WORK EXPERIENCE

Copywriter & Consultant | Winston Francois Agency

2024

As a contracted consultant, I collaborated with subject matter experts, stakeholders, and editorial teams to develop copywriting strategies, brainstorm ideas, and ensure content/campaigns aligned with brand guidelines. This work included high-level and high-touch projects such as website copy refreshes, new brand voice guidebooks, emails, paid social ads, webinar/event materials, thought leadership articles, and more.

Scriptwriter | Mysterious 7

2022

Delivered well-researched and voiceover-ready scripts for viral true crime content, focusing on accuracy and compelling storytelling under tight schedules.

Licensed Real Estate Agent | Zumper/MySpace NYC

2019

Licensed real estate salesperson working both property sales and rentals, with a specialization in room shares and full apartments in Bushwick, Crown Heights, and Bed-Stuy. Managed and qualified a high volume of inbound leads to effectively match tenants with landlords, ensuring my clients received the best possible tenants.

Staff Blogger | Moviechat.org

2017 - 2018

Researched and produced long-form SEO friendly content on relevant and trending entertainment topics, such as movie reviews, TV episode recaps/analyses, "top 10" lists, viral news, etc.

Scriptwriter | The Wacky

2017 - 2018

As a writer, I produced daily voiceover-ready scripts for online viral videos.

Production Assistant/Intern | Optomen Productions

2017

In addition to aiding with necessary admin tasks, I prepared deliverables, pitched story ideas, organized music cues, assisted with production shoots (PA work), episodic research, receptionist work, dubbed CDs, and more, giving me a necessary introduction into entertainment, marketing, writing, and operations.

EDUCATION

Marymount Manhattan College

Cinema, Television, and Emerging Media

2014 - 2017

Google

Specialization in UX Design

2023

EXPERTISE & SKILLS

SEO | Demand Generation | Sales | Multi-Channel Marketing Strategy (B2B, B2C, DTC, Ecommerce) | Lead Generation | Social Media & Community Management | Graphic & Video Design | Canva | Descript | Figma | Asana | UX/UI | Adobe Suite | Information Architecture | Copywriting | HubSpot | Google Analytics | Email Marketing | Copy Editing | Webflow | Framer | Wix | Podcasts | Video Production | Editorial | Talent and Agency Coordination | Scheduling | Workflow Optimization | DEI Initiatives | Cross-Functional Communication | Creative Project Management | Marketing Operations | Data Tracking & Analysis | Google Suite | Salesforce | Attention to Detail | Organization | Web Design