

# Luke Kimmel

## Digital Marketing

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**Luke Edward Kimmel**  
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### Skills

#### Ad Operations

DoubleClick (DFP, DFA), Adwords/search, Kenshoo, FB for Business, Marin Software, Optimizely, Instapages, AdRoll, Google Shopping Retargeting

#### Web Dev. & Design

Adobe PS, Id, and Ai, HTML, CSS, some Javascript, Photography

#### Data Analysis

Excel, Omniture, OBI, Minitab, Google Analytics, KISSmetrics, some SQL

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### Experience

#### Anthro / CEO

November 2017 - PRESENT, San Francisco, CA

Established Video Advertising community, Anthro.

Designed business plan, marketing plan, sales materials, accounting materials, and built operational reporting tools from the ground up.

#### Digital Marketing Consultant

2016 - PRESENT, San Francisco, CA

Email Campaigns, Ad Operations/Campaign Mgmt for Paid Search/Paid Social, Creative and Content Planning, Manage talent & schedule necessary for execution of content strategy, Client and Customer Acquisition, Determine KPI's, formulate strategy, execute, analyze, and optimize

#### Clients Served:

StartMe | StartupEscape | ReadMe | Willis Towers Watson | Amion | Timbuk2 | Avant8 | Cannaverse

#### Backcountry.com / Paid Search Analyst

2015 - 2016, Park City, UT

Paid Search and PLA accounts on CompetitiveCyclist.com

2,000+ Search Campaigns, 300,000 active Keywords driving traffic to 15,000+ products

Collaborate with Data Science team to find optimal spend and targets

Report performance daily to VP of Customer Marketing and Customer Acquisition Manager

#### LeftLaneSports.com / Marketing Manager

2013 - 2014, San Luis Obispo, CA

**Ad Operations** - Responsible for ad trafficking, budget, forecasts, and analysis for 4 eCom sites

**Social Media Management** - Increased engagement by ~150% and follower count by over 100%

**Search Engine Optimization** - Worked with dev. team to work toward an SEO friendly site.

**Affiliate Management** - Management of 3000+ affiliates

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### Education

#### Cal Poly San Luis Obispo

Major: Business Ag, Concentration: Marketing

Senior Project: **Marketing Plan** for newly branded Cal Poly Compost

Internship: **Marketing Manager** for Cal Poly Center for Sustainability