

KENNY SOTO

Digital Marketing Manager

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A seasoned growth-focused professional with +8 years of marketing experience developing and implementing effective campaigns to drive marketing initiatives. Proficient in conducting in-depth market and competitor research while brainstorming new ideas for campaigns to drive customer attention, maximize brand value, grow revenue, and scale retention. Strong ability to make pivots in marketing strategy based on data-driven decision making. Well-versed in executing cost-functional and innovative marketing initiatives to drive profitability, with a strong grasp of attribution and analytics. Experience sourcing freelancers, Martech vendors, and service-based agencies to help scale content marketing efforts.

Professional Experience

SEO Manager, LOOP Car Insurance, Remote

April 2022 to Present

- Leading the publication of search-optimized content, identifying new content and technical opportunities, and measuring channel performance over time.
- Collaborated with Co-CEOs, Customer Support, and Product teams to implement new product marketing campaigns. This led to a 23% decrease in annual churn.
- Increased average monthly revenue from SEO by 28% within a 4-quarter period.
- Identifying, onboarding, and managing agencies and freelancers. Working collaboratively with the LOOP marketing team, external agencies, partners, and platforms to implement a comprehensive SEO strategy and any other SEO needs as may be required by LOOP.
- Owning LOOP's content strategy (blog and Youtube), while hiring, mentoring and retaining new writing staff (managing 4 direct reports).
- Increased average time on site by 206%, achieving a monthly average of more than 5 minutes per user (people actually read the content we create).
- Increased the number of SERP impressions by 104% in a 6-month period, resulting in more than 379K impressions in under 2 quarters and a 40% increase in content-assisted revenue.
- Pioneering the adoption of generative AI tools (ChatGPT and Writer.com) to scale content creation, training both the marketing team and participants from other departments during monthly workshops.
- Partnered with LOOP's Head of Growth to manage the Marketing team's P&L and budgetary planning.

Content Marketing Manager, Finch (Acquired by Finder), Remote

2021 to 2022

- Established the foundation of the team's content strategy and production for written, and visual content, including blogs, graphics, videos, and others to increase audience attraction and promote the brand.
- Coordinated development and optimization of our marketing tech stack to maximize effort and reduce quarterly operating costs by 30%.
- Collaborated with customer success and product teams to execute user experience improvements both in-app and on our website.
- Pioneered improvement initiatives to enhance email and SMS marketing strategies for ensuring client satisfaction and activation rate.

Media Buyer, Prospect Bacon, Remote

2020 to 2021

- Delivered account management and Facebook advertising services to 12 clients to boost audience engagement and brand exposure with advertising budgets of more than \$20,000 per month.
- Interacted with clients to discuss needs and target audiences for creating and running paid media on YouTube.
- Mitigated challenges faced by internal task management regarding client onboarding, campaign management, and ad buying experimentation procedures for the media buying team by implementing Lean Six Sigma project management processes.

- Arranged internal projects within the copywriting, design, technical operations, and publicity teams to optimize processes. Led automating account creation, social media distribution, content strategy, WordPress website creation, and sales funnel creation and optimization.
- Successfully created and integrated a project management process for managing and optimizing all WordPress websites and YouTube channels under management.
- Created fully automated deal structures for optimized sales funnels and lead generation using CRM tools and Zapier.

- Delivered lectures to all classes in accordance with their reading, speaking, and listening abilities.

- Led and managed a 20-person team (including Media Strategy/Planning, Media Buying, and Analytics) throughout the overall project planning, execution, and resource management for assigned digital and social media projects.
- Communicated with internal teams around timelines, processes, and deliverables, to help manage a \$200,000 monthly ad spend for our client, JP Morgan Chase Bank.

- Conceptualized and led marketing initiatives and strategies for 25 clients, as well as generated interactive content for social media channels to improve online relationships with distributors, engineers, and industrial B2B procurement managers.
- Conducted in-depth analysis of PPC reports creating growth strategies to slash CPC costs and drive ad rank and quality scores.

Areas of Expertise

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| ♦ Growth Marketing Strategy | ♦ SEO | ♦ Conversion Rate Optimization |
| ♦ Customer Retention | ♦ Consumer Journey Mapping | ♦ User Acquisition |
| ♦ Project Management | ♦ Content Strategy | ♦ Influencer Partnerships |

Educational Background

- CUNY, The City College of New York - Bachelor of Arts | 2016
- SSGI - Lean Six Sigma Yellow Belt Project Management Certification | 2020
- Reforge - Brand Marketing | 2022
- Reforge - Marketing Strategy | 2023