

# KYLE AXTELL

Account Management

## //EXPERIENCE

- 06.16 – Present      **Account/Content Coordinator**  
Griffin Wink, Lubbock, TX
- Develop strong working relationships with clients as lead point of contact for all needs. Act as the main liaison between clients and cross-functional internal teams. Create effective inbound content such as social media strategies, blogs, email marketing, podcasts and Web design.
- 05.16 – Present      **Account/Content Coordinator**  
Alpha Media Broadcasting, Lubbock, TX
- Plan, produce and execute content for radio broadcast, including mixing commercials during live broadcasts. Coordinate with clients, sponsors and venues to promote and manage remote broadcast tailgates.
- 08.16 – 12.16      **Brand Management Coordinator**  
Townwave Startup, Lubbock, TX
- Implemented inbound marketing strategies to help successfully fund a \$5,000 Kickstarter, and built a follower base of 2,709 for initial alpha testing.
- 10.11 – 08.14      **Aquatics Assistant Department Head**  
Lifetime Fitness, Mansfield, TX
- Rebranded and executed an awareness campaign focused on producing engaging content which informed members about the advantages of in-house swim programs. Successfully increased program involvement from 6 to 300 participants within a two year period.

## //EDUCATION

- 01.15 – Present      **Bachelor of Arts, Advertising**  
Texas Tech University  
Anticipated Graduation Date: May 2017

## //CONNECT

- ☎ 817.944.6966  
✉ [kyle@daxtell.marketing](mailto:kyle@daxtell.marketing)  
🌐 <http://daxtell.marketing>  
in kaxtell44  
📍 Dallas, Texas

## //STATEMENT

A networking professional with 7 years of experience dedicated to going beyond the bottom line, and instead, building lasting relationships organically by identifying shared passions and goals. My devotion to accounts is born from my love for turning strangers into friends.

I work to create and foster strong, trustworthy relationships with clients to better develop and sell tradigital strategies that enhance the client's brand and consumer's awareness.




## //AFFILIATIONS

**Pi Kappa Phi Fraternity**  
President (01.15 – Present)

Increased membership by 200%.  
Received national awards for Outstanding Governance, Most Improved Chapter GPA, and Best Execution of Open Recruitment.

## //SKILLS

### Professional

Adobe Illustrator CC   
Adobe InDesign CC   
Adobe Photoshop CC 

### Certifications

Google Analytics  
Google Adwords  
HubSpot Inbound