



# Kyle Rea

DIGITAL MARKETING STRATEGIST

## Profile

My main focus is always first-and-foremost, RESULTS ONLY! I constantly look for ways to improve your brands results and then execute plan of action.

- I've been using internet since 1996, social media since IRC and ICQ.
- I've got a 20 year background in film & entertainment including photography, videography, producing, directing, screenwriting, commercials and fashion.
- I've been digital marketing for brands since 2008 and have helped earn well over 1m+ in followers and \$10m+ in revenue for my clients/

## Employment History

### Digital Marketing Strategist, Creative Castle Studios, Los Angeles

JUNE 2015 – JUNE 2023

- Developed creative designs for print and digital marketing campaigns that increased brand awareness by 350%
- Utilized digital marketing to increase awareness of the company's products and services, resulting in a 800% increase in leads
- Created content, editing, graphic design, social media, web-design, SEO, Branding & Merchandising

### Marketing Strategist, Digitex, Los Angeles

MARCH 2018 – NOVEMBER 2018

- Analyzed marketing data to identify trends and develop insights that informed future marketing decisions & automated email system on Hubspot
- Managed social media platforms & sales funnels generating \$75,000 in 48 hours
- Developed a referral system and consulted which led to \$2m+ in direct sales

### Social Media Strategist, Smiles by Vinarsky, Los Angeles

APRIL 2017 – AUGUST 2017

- Scaled social media channels & content creation increasing paid clients by 100%

### Social Meda Strategist, Columbia College Hollywood, Los Angeles

AUGUST 2016 – MARCH 2017

- Managed all social media accounts, content creation and student website which resulted in over 30+ new students.

### Social Media Strategist, House of Decor, Los Angeles

MARCH 2016 – AUGUST 2016

- Scaled social media presence from ground up generating \$50K+ sales per month

## Education

### Clatsop Community College, Astoria, Oregon

SEPTEMBER 2001 – JUNE 2003

Attended two years of college with a focus on creative arts and psychology.

### Portland Community College, Portland, Oregon

SEPTEMBER 2004 – JUNE 2005

An emphasis towards Bachelors of Fine-Arts.

## Details

Los Angeles

5038697133

[kyle@kylerea.net](mailto:kyle@kylerea.net)

## Links

[KyleRea.net](http://KyleRea.net)

[LinkedIn.com/in/KyleReaOfficial](https://www.linkedin.com/in/KyleReaOfficial)

[CreativeCastleStudios.com](http://CreativeCastleStudios.com)

## Skills

Social Media Strategist

Growth Hacking / Community Building

Marketing Strategy

Content Creation

Film & Entertainment

Digital Marketing

Ai (Artificial Intelligence) Prompting

Squarespace

Crypto

Gamification Strategy

Canva

Adobe Lightroom

Final Cut X

Merchandising &

NFT (Non-Fungible Tokens)

Email Marketing

Copywriting

SEO