

DANIEL KEDINGER
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I am incredibly fortunate to have spent 19+ years in advertising, collaborating with top-tier brands such as Cox and TABASCO and state government accounts such as the Louisiana Department of Health and Louisiana Economic Development.

// SKILLS

Strategic Planning & Execution: Expertise in formulating and implementing high-impact multi-channel national marketing campaigns.

Client Relationship Management: Proven ability to manage and retain key accounts, ensuring client satisfaction and growth.

Digital Program Management: In-depth experience with paid and organic search, social media, programmatic advertising, AI and Generative LLMs.

Analytical Skills: Competent in analyzing performance data, KPIs, and other metrics to drive decision-making and optimize campaigns.

Communication: Proficiency in translating complex technical details into succinct presentations. Ability to codeswitch from geek to c-suite.

Technical Acumen: Solid understanding of web development, UX/UI design, and CRM and Marketing Automation.

// PROFESSIONAL EXPERIENCE

MESH

Director of Creative & Digital Services
November 2023 - Present

- Supervise a cross-functional team of creatives, digital marketers, and developers, develop strategic brand and marketing plans, elevating client engagement and growth.
- Fostered strong client relationships with National and International brands with \$5M+ ad spends.

Director of Digital Strategy
March 2020 - November 2023

- Drove client and agency digital transformation, increased client digital agency of record account revenue by 200%
- Provided digital audits, transformation plans and conducted UI/UX research for clients

BBR Creative

VP, Consumer Engagement
February 2018 - March 2020

- Led a team of 15+ across multiple agency disciplines including paid media, content, creative, and digital, and provided account leadership on large agency account

- Fostered strong client relationships, oversaw agency data analytics and reporting discipline creation

Digital Marketing Director
July 2013 - February 2018

- Spearheaded digital strategy for major clients, integrating paid search, social media, and programmatic advertising.
- Delivered extensive reports and insights to executive-level stakeholders.

Interactive Strategist
May 2012 - July 2013

- Implemented interactive strategies to enhance user experience and engagement, provided development support
- Provided all web performance reporting to the client

Crucé Design
Owner/Lead Geek
Sept 2006 - May 2012

- Founded a small boutique digital firm serving small businesses with strategic consulting and web development services for in a wide range of industries

// EDUCATION

Bachelor of Arts in Philosophy and the Liberal Arts
SAINT JOSEPH SEMINARY COLLEGE, Saint Benedict, LA, June 2005

// REFERENCES

Tim Landry
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Justin Archer
Boston Consulting Group (BCG)
Regional Senior Director
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