

**DANIEL KEDINGER**

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[www.kedinger.com](http://www.kedinger.com)

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**

Media.Monks

Creative Director

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**Justin Archer**

Boston Consulting Group (BCG)

Regional Senior Director

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