

KEVIN GIRARD BENDER

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EDUCATION

Georgetown University, Washington D.C. // 2009
Bachelor of Arts, *Deans List, Cum Laude*
Double Major: **English (Performance Studies)** and
International Government

NYU Stern School of Business, New York, NY // 2019
MBA, Concentrations: **Marketing; Entertainment, Media & Technology;**
Leadership & Change Management

EXPERIENCE

Wayfair Inc.

Marketing Creative Strategy, Lifestyle Lead *Dec 2019 - Present*

- Lead omnichannel marketing creative testing strategy and brand campaign evolution for AllModern.com (25.5M GRS March 2019) and JossandMain.com (27.5M GRS March 2019), unlocking emotional connection while driving performance and growth
- Drive brand campaign ideation via creative brief execution informed by data-driven consumer insights and competitive analysis with a focus on paid social, contributing to 133% lift in unaided brand awareness and positive sentiment
- Design brand marketing and messaging strategies in reaction to COVID-19 customer demand shifts, resulting in top-performing retention and acquisition marketing creative (app push and install, display, paid and organic social, video, email, site, PR, etc) for CSR "This Sale Gives Back" event across Lifestyle Brands (10% of profits donated to Feeding America, \$2.3M+)

Havas Worldwide

Consultant, Content Marketing and Strategy (Freelance) *May 2019 - December 2019*

- Perform qualitative and quantitative analysis to derive strategic insights upon which engaging, innovative campaigns and content programs for brands and consumers can be produced (B2B and B2C)
- Analyze existing brand pitches across categories, identify opportunities for further engagement and work with internal teams to execute and produce creative brand solutions to exceed client expectations

Scripps Networks Interactive

Director of Content and Video Programming, Genius Kitchen *October 2017 - June 2018*

- Lead engagement, retention and acquisition brand strategy efforts to transform Food.com from a recipe website to a daily publishing, mobile- and social-first streaming OTT platform for millennials, Genius Kitchen (1.2M+ new downloads in 6 months)
- Develop compelling narratives for Genius Kitchen brand positioning based on consumer research and insights, creating sales collateral to articulate the unique value of the brand and its audience to grow the business
- Grow audience and digital footprint (+200% increase social footprint, +80% page views, +5000% video streams, 182M PVs in March 2018) of the brand by marketing content and stories in innovative ways across platforms
- Produce video series, editorial content franchises, and other new brand marketing initiatives grounded in data, research and strategic insights to attract new millennial audience and advertising partners
- Shape brand voice and marketing strategy, managing editorial and branded content programming and publishing operations across omni-channel ecosystem (site, video, social, e-mail, LIVE, events, apps, notifications, etc) to engage a millennial audience
- Manage and lead a dynamic team of social media managers, brand marketers, and content producers in an environment that fosters communication, creativity, collaboration, innovation and optimization

Site Director, Food.com *November 2014 - October 2017*

- Developed site, mobile and social strategies for Food.com, supervising day-to-day operations and contributing to the re-evolution and redesign of the brand's identity and programming
- Partnered with and communicated between internal and external clients including product, marketing, SEO, analytics, ad sales, PR, advertisers, agencies, production companies and design teams
- Launch and promote food.com App across platforms - "#1 Food and Drink App in the App Store"
- Leveraged site metrics, user data, research and analysis to inform business decisions and optimize content workflow

Online Production Manager, Food Category *March 2013 - November 2014*

- Project managed and executed digital initiatives for Food Network, Cooking Channel and Food.com including sponsored integrated ad sales campaigns, editorial experiences, major on-air launches and special marketing projects
- Optimized production workflow to increase revenue while working with site directors and executive-level management

Online Production Coordinator, Cooking Channel *June 2011 - March 2013*

- Created editorial content features such as blog posts, articles, and "Friday Feed" newsletter - sent to 500,000+ subscribers

CBS INTERACTIVE

Account Coordinator, CBS Sports *2010 - 2011*

- Launched, managed, and monitored 30+ major online advertising campaigns (20+ live simultaneously) for nationally recognizable brands across the CBS advertising network network, including a YouTube Super Bowl Takeover
- Designed new reporting template which became the standard template for new coordinators at CBS Interactive
- Submitted 35+ campaign delivery analysis reports to senior management

MORE ABOUT KEVIN

Lifeline Counselor Volunteer, The Trevor Project *2012 - 2019*

- Volunteer at the national organization that provides life-affirming and life-saving crisis intervention and suicide prevention resources to LGBTQ youth
- Selected from thousands of applicants to counsel youth in crisis with empathy and calm under pressure on national hotline

Scripps Networks Chairman's Award Recipient *June 2012*

- For professional excellence and outstanding initiative

University and Professional Theater Productions *2005-2010*

- Leading and ensemble roles in NYC, Washington, D.C. and Baltimore

Panelist, Universal McCann

FutureProof Summit *October 2017*

- The Future of Digital Video