



Seattle, United States
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Kayse Brunell, Marketing Manager

As an accomplished marketing professional with over 6+ years of experience in DTC brand and agency spaces. I pair creative and analytical approaches in order to achieve clients key KPI's. I am passionate about driving growth for companies and the teams I work with.

Employment History

Growth Marketing Manager at Bamboo, Seattle

August 2022 — Present

- Oversaw clients with an annual budget of \$1M+ and drove a 44% more efficient CAC Y/Y.
- Dedicated MMP Agency Lesion which led to a Partner Agency Certification and contributed to app-specific blog posts.

Digital Media Strategist at Backbone Media, Denver

January 2022 — August 2022

- Conducted market research and analysis that led to the expansion of partnerships and audiences, resulting in a 15% increase in paid registrations.
- Led five paid media account teams across different verticals with <\$2M of annual spend (DTC, Outdoor, Finance, Nonprofit).

Growth Marketing Manager at Dreamstage, New York City

June 2021 — November 2021

- Built and maintained strong relationships with artist teams, vendors, media outlets, and influencers, resulting in a 20% increase in brand awareness.
- Formulated and launched customer journeys through SMS and email marketing to increase ticket sales and retention.

Digital Media Manager at Pit Viper Sunglasses, Salt Lake City

August 2019 — June 2021

- Managed and optimized \$6M of paid and search channels which contributed to 78% of overall yearly revenue.
- Expanded our channel mix by 3x and achieved a blended ROAS of at least 400%.

Education

BA, St. Lawrence University

Links

[LinkedIn](#)

[Website](#)

Courses

Agency Partner Certification at Singular

February 2023

ASA Certification at Apple

August 2022

Video, Shopping, Search, And Display Ad Certifications at Google

August 2022

Content Marketing and Management Certificate at University of Utah