

KADYN ALEXANDER

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ACCOUNT MANAGEMENT | INTEGRATED MARKETING | CLIENT & STAKEHOLDER LEADERSHIP

PROFESSIONAL SUMMARY

Marketing and account operations professional with 6+ years of experience managing complex initiatives, budgets, stakeholder relationships, reporting, and cross-functional workflows. Currently manage approximately \$3.6M in annual paid media investment across integrated digital channels while coordinating eight concurrent campaigns, agency and vendor partners, internal teams, and executive reporting. Strong financial and analytical capabilities with experience in budget pacing, forecasting, performance analysis, client-ready presentations, process improvement, and mentoring.

CORE COMPETENCIES

Account & Stakeholder Management • Integrated Marketing • Budget Oversight & Forecasting • Media & Revenue Pacing • Client/Executive Presentations • Cross-Functional Leadership • Workflow & Deliverable Management • Reporting & Analytics • Vendor & Agency Management • Performance Recommendations • Process Improvement • Mentoring & Training

PROFESSIONAL EXPERIENCE

University of Phoenix | Digital Media Specialist | Remote **Apr 2024 - Present**

- Manage approximately \$300K in monthly paid media investment (\$3.6M annually), overseeing day-to-day budget pacing, delivery forecasts, performance, and optimization across programmatic display, CTV, online video, digital audio, paid search, in-app, and emerging advertising channels.
- Coordinate eight concurrent cross-channel campaigns from planning through post-campaign reporting, managing priorities, timelines, requirements, creative assets, measurement needs, launches, and deliverables across multiple workstreams.
- Serve as a key day-to-day point of coordination among internal marketing, analytics, creative, finance, legal, agency, platform, and media partners to resolve issues, align priorities, and keep initiatives on schedule.
- Analyze campaign performance, attribution, audience behavior, reach, frequency, overlap, and incrementality using GA4, Power BI, Oracle, iSpot.tv, Accutics, and platform reporting to develop actionable recommendations.
- Present performance insights, budget updates, risks, and strategic recommendations through executive reporting and Quarterly Business Reviews (QBRs), translating complex data into clear business decisions.
- Manage agency, vendor, and platform relationships while coordinating campaign requirements, invoicing, documentation, and operational needs to support consistent delivery.
- Reduced Spotify CPM by approximately 49% by transitioning campaigns from direct media buying to programmatic execution while maintaining campaign objectives and improving efficiency.
- Led implementation and adoption of Basis Technologies, Spotify Ads Manager, and OpenAI Ads; developed scalable workflows and supported onboarding, training, and mentoring for team members.

University of Phoenix | Academic Counselor | Remote **Mar 2023 - Apr 2024**

- Managed a high-volume caseload as the primary point of contact for students, building trusted relationships through proactive communication, individualized planning, and issue resolution.
- Coordinated with enrollment, financial aid, faculty, and student services to manage priorities, resolve escalations, and improve retention and student success outcomes.
- Analyzed engagement and academic performance data to identify risks, recommend interventions, and support informed decision-making.
- Maintained detailed documentation and compliance records while consistently meeting service, productivity, and quality expectations.
- Supported onboarding, mentoring, and training of new team members and facilitated cross-functional discussions focused on operational improvements.

Southwestern Oklahoma State University | GEAR UP Specialist | Weatherford, OK

Feb 2022 - Mar 2023

- Managed federally funded educational initiatives, coordinating budgets, timelines, reporting, compliance requirements, stakeholder communication, and program delivery across multiple concurrent projects.
- Built collaborative relationships with school administrators, counselors, teachers, parents, community organizations, and partner schools while coordinating events, workshops, campus visits, and outreach initiatives.
- Collected, analyzed, and reported program performance data to support grant reporting, compliance, continuous improvement, and leadership decision-making.
- Managed travel planning, invoicing, expense reconciliation, and reimbursement documentation while maintaining alignment with university and grant requirements.
- Participated in recruiting, interviewing, hiring, onboarding, and supervising six student workers, providing day-to-day guidance and support.

Southwestern Oklahoma State University | Administrative Assistant II | Weatherford, OK

Jun 2021 - Feb 2022

- Coordinated administrative workflows, budgets, purchasing, travel, calendars, meetings, reporting, and documentation while supporting multiple departmental stakeholders and competing priorities.
- Managed departmental travel budgets, monitored expenditures, reconciled expenses, processed invoices, and coordinated reimbursements in accordance with institutional requirements.
- Supported recruiting and hiring activities including resume review, applicant screening, interview scheduling, candidate communications, onboarding, orientation, and training coordination.
- Prepared reports, correspondence, meeting materials, purchasing documentation, and operational records while maintaining confidential information and compliance requirements.

TECHNICAL & MARKETING EXPERTISE

Platforms: Google Ads • DV360 • CM360 • Adobe DSP • Basis Technologies • Apple Search Ads • Spotify Ads Manager • OpenAI Ads

Analytics & Measurement: GA4 • Power BI • Oracle • iSpot.tv • Accutics • Campaign Attribution • Reach & Frequency • Incrementality

Marketing: Programmatic Display • CTV • Online Video • Digital Audio • Paid Search • In-App Advertising • Cross-Channel Campaign Management

Business Tools: Microsoft Excel • Monday.com • Budget Management • Executive Reporting • Vendor Management • Process Improvement

EDUCATION

Master of Education | Southwestern Oklahoma State University

Bachelor of Business Administration, Marketing | Western Governors University