

# Brendon Kayne

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## Experience

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### AlphaSense

#### Events Marketing Manager

New York, NY  
April 2018 – July 2019

- Overhauled the events strategy; building a lunch and learn program, establishing branded happy hours, and launching C-level dinners
- Created a decision matrix that instituted criteria required to attend trade shows; cutting shows by 15% while increasing ROI by 78%
- Produced events with an average ROI of 29.8x, ranking #1 in ROI and #3 in leads generated out of all marketing activities
- Constructed campaigns surrounding events, including pre and post-event communications, social media campaigns, and advertising

### SA Baxter Design Studio + Foundry

#### Marketing Director

New York, NY  
September 2017 – March 2018

- Managed the budgets and teams for print, digital, and event marketing in the US and UK markets
- Directed a company-wide rebranding initiative and organized the rollout of the new style guide, website, and printed collateral
- Executed pop-up stores in partner showrooms across the US and UK, collaborating with designers and media partners
- Coordinated a series of executive level dinners, paired with panel discussions, for new product launches and design partnerships
- Authored press releases, blog posts, and social media posts to promote new design partnerships and in-house events

### Poken

#### Marketing Manager

New York, NY  
July 2016 – August 2017

- Carried out all events and trade shows across the United States, Canada, and Europe
- Developed marketing partnerships to institute Poken's lead-generation technology in trade shows, increasing leads by 103%
- Built multi-channel content plans, producing content marketing collateral including emails, blog posts, case studies, and white papers
- Controlled budgets for marketing initiatives including events and digital campaigns
- Implemented an SEO and marketing automation program, promoting the Poken brand through organic searches and PPC advertising
- Acquired by GES in 2016 which moved the office to Chicago

### webportalis PR Network

#### Manager, Marketing & Events

New York, NY  
January 2015 – July 2016

- Planned and executed events in New York, LA, and Las Vegas, attended by lifestyle brands, press, bloggers, and high-end retailers
- Conceived and managed the launch of a nationwide review box that is sent to 20 influential bloggers, guaranteeing brand coverage
- Designed experiential collaborations with clients and strategic partners, increasing live event revenue by 35%
- Forged food and beverage partnerships with brands including Le Pain Quotidien, Yellow Tail, and Daily Greens
- Created content for the agency and its clients including blog posts, press releases, white papers, and social media posts

## Education

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### Pace University, Lubin School of Business

#### Bachelor of Business Administration, Marketing; Pre-Law Minor

New York, NY  
2015

- **Leadership:** Vice President of Pace University Law Society; Treasurer of the Pace University Mock Trial Team
- **Study Abroad:** International Field Study of European Marketing in Brussels and London

## Community Service

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- **LGBTQ:** Event Volunteer at The LGBT Center; Production Volunteer for Heritage of Pride
- **Animals:** Adoption Drive Volunteer at Mighty Mutts & Ollie's Place

## Skills

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- **Software:** Microsoft Office, Salesforce, Meltwater, MailChimp, Constant Contact, Adobe CC, HubSpot, and Bizible
- **Languages:** Intermediate knowledge of American Sign Language; basic working knowledge of the French language; learning Hebrew
- **Licenses:** Accredited Google and Bing search engine marketer; certified ABM Expert by DemandBase