

Chicago, US

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KYLE TROMPETER

MARKETING & COMMUNICATIONS LEADER

ABOUT ME

Award-winning **marketing and communications leader** with 15+ years of experience driving **brand growth, executive messaging, and digital innovation**. Passionate about **strategic storytelling, emerging technology, and audience-driven engagement**, I blend creativity with data to build **high-impact campaigns** that connect, inform, and inspire. Known for **leading high-performing teams**, elevating brand narratives, and leveraging AI and automation to scale communications efficiently.

CAREER JOURNEY

2021 - PRESENT

Director, Integrated Marketing and Corporate Communications, Breakthru Beverage Group, Chicago, Illinois

- Lead a **team of eight**, building and executing **enterprise-wide marketing and communications strategies** that support business growth and brand reputation.
- Drive **digital transformation initiatives**, integrating AI and automation into content creation, campaign execution, and audience engagement.
- Develop and manage **multi-million-dollar budgets**, ensuring maximum ROI on digital campaigns, internal communications, and thought leadership efforts.
- Partner with C-suite executives to craft **high-impact messaging, executive communications, and PR strategies**.
- Guide creative teams in producing **engaging, on-brand content** that enhances digital visibility and strengthens customer relationships.

2018 - 2021

Content & Corp Communications Manager, Breakthru Beverage Group, Chicago, Illinois

- Launched a **data-driven content marketing strategy**, increasing engagement across email, social, and owned media platforms.
- Managed **B2B digital content and corporate messaging**, leading a team of four writers while driving award-winning brand storytelling initiatives.
- **Elevated executive visibility**, ghostwriting LinkedIn articles, keynotes, and industry insights for leadership.
- Spearheaded a company-wide **internal communications refresh**, improving alignment and messaging consistency.

2016 - 2018

Content Team Lead & Digital Content Specialist, Breakthru Beverage Group, Chicago, Illinois

- Developed **editorial strategy** for digital content, ensuring alignment with corporate brand and messaging goals.
- Increased social media engagement and **doubled brand awareness** through creative content marketing campaigns.
- Authored articles, press releases, and social copy that positioned Breakthru as an industry thought leader.
- Spearheaded content strategy across multiple platforms, producing impactful long-form articles, press releases, and social media content that amplified brand visibility.

2015 - 2016

Content Strategist, Bright Pink, Chicago, Illinois

- Created **fundraising campaign templates** that increased engagement and donor retention.
- Wrote and edited content for blogs, social media, and email marketing.

2015

Content Marketing Manager, All Terrain, Chicago, Illinois

- Developed strategic content plans to support brand marketing initiatives across digital platforms.
- Managed editorial calendars and content strategy, ensuring alignment with **brand voice and industry trends**.

2013 - 2014

PR & Social Media Specialist, Kendall College, Chicago, Illinois

- **Secured top-tier media placements** in publications such as *Chicago Tribune* and *NPR*, increasing brand visibility.
- Managed a **\$200K marketing budget**, driving public relations and communications efforts.
- Created and managed an **enhanced media kit** and PR outreach strategy.

2011 - 2013

Assistant Account Executive, Zocalo Group, Chicago, Illinois

- Developed content and social media strategies for **national brand campaigns**, strengthening brand engagement.
- Led community management for top-tier clients, ensuring strong customer relationships and brand reputation.

2008 - 2011

Early Career

- Media Relations Apprentice, Sheffield Marketing Partners (2010 – 2011)
- News Reporter & Sports Anchor, CBS KEPR TV (2008 – 2010)
- Weekend Sports Anchor, NBC Indiana's NewsCenter (2008)

ACADEMIC BACKGROUND

BA, Telecommunications, Ball State University, Muncie, Indiana

AREAS OF EXPERTISE

Communications

Digital Marketing

Social Media

PR

Budget Management

Team Leadership

Strategic Planning

Brand Development

Project Management

Creative Writing

Crisis Management

Public Speaking