

Layton Swenson

Digital Sales Manager

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Accomplished servant style marketing leader. IAB certified digital marketing professional with 10 years of diverse experience in digital marketing and sales utilizing a variety of digital marketing platforms and tools. Knows how to balance competing priorities and has a proven track record of success. Confident enough lead and humble enough to learn. Recently relocated to Papillion, Nebraska.



Skills



Digital Marketing



Marketing Attribution



Self-Motivated



Customer Service



Salesmanship



Work History



Jun 2021 - Digital Sales Manager

Jul 2023

NPG Of Idaho (Localnews8.com), Idaho Falls, ID

- Strategized with 10 account executives to create and sell powerful digital marketing campaigns that produce measurable results.
- Effectively trained account executives on digital media strategies and tactics such as OTT, programmatic audio, video and display, email marketing, retargeting, social media advertising, PPC/SEM, SEO, E-commerce with Shopify and other digital marketing trends and tactics.
- Ensured that campaigns were scheduled and trafficked properly.
- Provided analytics and campaign reports to clients and account executives via Google Analytics, Google Data Studio, Leads RX attribution dashboard and other third party footfall and attribution pixel reporting tools.
- Maintained and updated digital rate cards.
- Ensured that team exceeded sales budget. In 2021 achieved 125% to goal and in 2022 achieved 102% to goal.

Mar 2017 - Jan 2021 **Digital Account Executive (Remote)**

Deseret Digital Media (KSL.com), Idaho Falls, Idaho And Wyoming

- First remote employee in departments history.
- Prospected and built strong relationships with business owners and managers to generate measurable digital marketing success through powerful digital solutions of KSL.com, KSL Cars listings, auto trade-in tools, KSL Classifieds, and KSL targeted display solutions.
- Awarded Account Executive of the month five times and Account Executive of the quarter in Q1 2020.
- Worked closely with the marketing department by attending and analyzing focus groups and providing market research back to the home office which helped to develop new strategies and tactics to help the company grow in new markets.

Apr 2015 - Sep 2016 **Assistant Sales Manager**

Vivint Smart Home, Odessa, Texas

- Generated over \$500,000 in contractual revenue by selling home security and automation services door to door.
- Top 5% of all first-year sales reps in region.
- Funded 100% of accounts that were sold and fully installed.
- Trained and motivated younger, less experienced sales representatives.

Jan 2012 - Apr 2015 **Integrated Media Consultant**

NPG Of Idaho (Localnews8.com), Idaho Falls, Idaho

- -Launched companies internship program as first TV/Digital sales Account Executive intern while still in college and was later hired as Integrated Media Consultant upon graduating.
- Effectively trained and consulted with 15 account executives about how digital media could enhance and improve success in new and current advertising campaigns.
- Developed strong relationships with community leaders and business owners.



Education

Sep 2008 - Jul 2012 **Bachelor of Science: Communications-Advertising And Business Management**

Brigham Young University - Idaho - Rexburg, ID



Languages

Spanish



Very Good



Certifications



Jun 2013 IAB Certification



Jun 2022 Google Fundamentals of Digital Marketing