

KYLE HECTOR

Digital Marketing Specialist | Paid Media & Content

kylehector12@gmail.com · linkedin.com/in/kyle-hector · Jamaica · Open to Global Remote

PROFESSIONAL SUMMARY

Performance-driven digital marketer with 7+ years of experience in paid media, content strategy, and campaign execution. Specialist in Google Ads and Meta Ads with a proven record of generating measurable revenue for brands across Caribbean and international markets. Known for turning modest ad budgets into outsized results and building content that earns organic attention at scale.

KEY PERFORMANCE HIGHLIGHTS

\$1.19M Attributed Revenue • 8.4x ROAS • 185M+ Impressions • 127K+ Conversions

CORE COMPETENCIES

- Google Ads & Meta Ads (Paid Media)
- Performance Marketing & Campaign Optimisation
- Content Strategy & Creative Direction
- Social Media Management
- Analytics & Reporting
- AI-Assisted Content
- Video Production & Editing
- SEO & WordPress
- Project Management
- Client Account Management
- Audience Segmentation
- Campaign Reporting & Dashboards

PROFESSIONAL EXPERIENCE

Yello Media Group (FindYello) · Jamaica

2025 – Present

Content & Inbound Marketing Executive

- Scaled brand social presence to **54K+** Facebook and **14K+** Instagram followers across multi-market audiences
- Led **Brand Camp 2025** full campaign strategy — set visual direction, produced promotional videos, and deployed AI-assisted comic-style storytelling to drive brand presence
- Generated **231K+ views** on a single organic product-launch post for the 2026 Yello Directory with **zero paid spend**
- Delivered **541K+ impressions**, 36,753 unique viewers, and 3,394 profile visits from a \$250 Meta Ads campaign at **\$0.46 CPM**
- Led Refill Hope cause marketing campaign from concept to launch — **220K+ views** and 15,000 gallons of water distributed

Yello Media Group · Jamaica

2021 – 2025

Customer Success Specialist

- Managed high-value client accounts including blue-chip brand GKONE across websites, Google Ads, and social media
- Led end-to-end campaign onboarding, setup, and optimisation, improving delivery clarity and account performance
- Spearheaded a first-of-its-kind app tracking implementation enabling accurate install and registration tracking for client campaigns
- Improved client reporting and campaign communication clarity by **35%** through redesigned dashboards and analytics frameworks

Yello Media Group • Jamaica

2018 – 2021

Paid Media Specialist — Google Ads & Meta Ads

- Managed **65+** Google Ads and Meta Ads campaigns across Yello Media Group and client accounts
- Built the full-funnel Google Ads strategy for Enersave Solutions — delivering **\$1.19M** in attributed revenue, **8.4x ROAS**, and **185M+** impressions
- Delivered cross-platform paid media strategies for regional and international brands

Island Routes Caribbean Adventures (Sandals Group) • Jamaica

2018

Wedding Video Editor

- Produced polished highlight edits for destination wedding clients, delivering client-ready content under tight timelines

Mello TV • Jamaica

2017

Multimedia Producer

- Co-produced and edited Mello Min, featuring Protoje, Queen Ifrica, and Bugle; managed studio production and live broadcast for The Barry G Show

EDUCATION

University of the West Indies, Mona • Western Jamaica Campus

2017

Bachelor of Arts — Digital Media Production

CERTIFICATIONS & TRAINING

- Professional Diploma in Digital Marketing (CDMP) — Digital Marketing Institute (Expected Aug 2026)
- Project Management Fundamentals — IBM (In Progress)
- Certified Customer Acquisition Specialist — Digital Marketer (2023)
- Fundamentals of Digital Marketing — Google Digital Garage (2019)
- Idea Generation & Innovation — National Commercial Bank