

KAYC ULLRICH

DIGITAL DIRECTOR & ACCOUNT MANAGER

Experience

Yuit Communications | Anchorage, AK (2019 – Present)

Digital Director and Account Manager

- Responsible for researching & developing digital strategies across various online platforms.
- Executing online digital advertising media placements.
- Analyzing final results from online advertising campaigns.

Gray-TV: KTUU Channel 2 | Anchorage, AK (2012 - 2019)

Account Executive

- Develop customer relationships and expand relationships by providing excellent customer service.
- Responsible for generating television and digital advertising sales through customized media campaigns for businesses utilizing Gray-TV Products & Advertising Solutions.
- Answer client queries and identify new business opportunities among existing customers.

Lottsfeldt Strategies | Anchorage, AK (2009 - 2012)

Account Coordinator and Office Manager

- Facilitating communication and coordinating/delegating tasks to deliver services in a timely manner.
- Interacting with clients to coordinate photo/video shoots, approve scripts, and other advertising component needs.
- Manage all media placement across all platforms, radio, print, television, OOH, etc.

Education and Training

Bemidji State University | Bemidji, Minnesota (2009)

B.S. Advertising & Marketing, Management, Entrepreneurship, Minor in Computer Information Systems

Interactive Advertising Bureau (2019)

IAB Digital Media Sales Certification

AdMall (2019)

Digital Media Sales Intelligence

Leadership

BNI ALASKA, Chapter Gold Rush (2018-2019)

Vice President

Skills

Expert in crafting media strategies.

Knowledge of Alaskan groups, interests, and values.

Creating B2B and B2C content.

Analyze digital advertising performance and analytics.

Excellent at design and implementing digital marketing strategies, analyzing data traffic and user metrics