

KYLE HORNER

Content Strategist · Marketing Leader · Video Producer

Vancouver, WA (Remote) · kylehorner@gmail.com · linkedin.com/in/khorner · knhorner.com

SUMMARY

Content strategist and marketing leader with 15 years tying content to business outcomes across SaaS, eCommerce, and entertainment. Built a content program that grew users 50% year over year for three straight years, repositioned a B2B SaaS brand, and now produces video and builds AI content systems with accuracy controls. Owns the full pipeline: message, channel, and conversion.

CORE SKILLS

Content strategy · Content marketing · SEO · GEO / AI-search · Editorial planning · Email & lifecycle · Paid search · Marketing analytics (GA, Search Console) · Positioning & go-to-market · Copywriting · AI content systems & agentic workflows · Video production (Premiere Pro, After Effects)

EXPERIENCE

Video Editor, Content Supply

Jan 2024 - Present

- Grew engagement 570% on a health and fitness SaaS video series by restructuring cold opens to deliver the payoff in the first 20 seconds.
- Edit video for SaaS and eCommerce clients in Premiere Pro and After Effects, owning pacing, audio, and motion graphics from brief to final delivery.
- Built agentic AI workflows (Claude, ChatGPT, Google VEO) into scripting and rough-cut, cutting iteration time while keeping creative and accuracy control human.

Video Editor, Earthing®

Sep 2024 - May 2025

- Cut and adapted ad creative across Meta, Google, and AdRoll that contributed to a 90% Black Friday revenue increase and a 25% improvement in portfolio ROI.
- Repurposed a single shoot into platform-specific cuts for YouTube long-form, short-form, and Instagram Reels while holding brand consistency.

Creator, Independent YouTube Channel

Oct 2022 - Present

- Run an independent long-form content program end to end: scripting, editing, thumbnails, and title testing against click and retention data.
- Hold 32% average retention on 44-minute videos (14:10 average view duration), well above long-form norms.

Head of Digital Marketing, ENGAGE XR

Apr 2022 - Oct 2022

- Led B2B SaaS marketing; rewrote the website and positioning, then aligned PR, product, and sales on one story from homepage to sales deck.
- Drove video strategy and go-to-market content for new feature launches.

Digital Marketing Manager, Woobox

Jun 2017 - Mar 2022

- Built the content program from scratch (editorial calendar, SEO, email, paid search) and grew users 50% year over year for three consecutive years.
- Ranked top 10 for high-intent terms with no paid amplification; managed Google paid search to 17-20% CTR.
- Wrote all brand and product copy; used Google Analytics and Search Console to cut underperformers and scale what worked.

Marketing Consultant, Bithell Games

Jul 2016 - Dec 2016

- Ran landing pages, social, blog, and podcast strategy independently; grew site traffic about 20% and expanded podcast listenership.

Content Marketing Manager, Disruptor Beam

Mar 2015 - May 2016

- Built content strategy for the Star Trek Timelines mobile platform (weekly video, email, product copy) and grew YouTube subscribers 500% in one year.
- Secured product and development buy-in on messaging so nothing shipped that the product could not deliver.

Digital Marketing Content Developer, WB Games Boston (Turbine)

Nov 2010 - Oct 2014

- Wrote email, product, and landing-page copy for Lord of the Rings Online and Dungeons & Dragons Online, reaching 20-30% CTR across major launches.
- Partnered with product and development to keep campaign promises aligned with what shipped.

EARLIER

Writer, GamePro Media (2010) · Editor, Massively / Joystiq (2007-2010). Games and entertainment journalism: reviews, previews, and a weekly column; covered E3 and PAX.

EDUCATION

Independent Professional Development , Content Strategy, Digital Marketing & Video Production

TOOLS

Premiere Pro · After Effects · Frame.io · Asana · Google Analytics · Search Console · Google Ads · Meta Ads · AdRoll · Claude · ChatGPT · Google VEO