

Aaron Lair

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CREATIVE AND MARKETING PROFESSIONAL

Marketing Director | Creative Director | Project Manager

Energetic, innovative, and resourceful marketing professional with over a decade of experience in creative production and entertainment promotion, specializing in project management of award-winning campaigns that drive audience engagement. Expertise in content strategy, digital and traditional marketing practices, video production, motion graphic design, and copywriting.

PROFESSIONAL EXPERIENCE

KAKE - *Wichita, KS*

Director of Marketing & Creative Services (*June 2021 - Present*)

- Lead a 5-person creative team, implementing project management software and practices to increase production efficiency by over 30% from previous years
- Oversee and direct key marketing and communication initiatives from ideation to completion through all phases of production
- Serve as Regional Representative on ABC's Marketing Advisory Board, representing and advocating for Midwest ABC affiliates
- Create and manage a style guide and detailed portfolio of branding assets, eliminating inconsistency
- Form and foster relationships with key community leaders and media representatives to proliferate KAKE's branding across multiple platforms
- Work with multiple non-profit organizations throughout the community to effectively promote their missions

KAKE - *Wichita, KS*

Senior Promotion Producer (*October 2019 - June 2021*)

- Produced progressive creative campaigns from concept to execution, and distributed across multiple platforms
- Wrote, directed, designed, and edited content for local- and state-level markets
- Managed marketing materials and their daily distribution across owned channels
- Worked with digital team to develop social media content strategy and execution
- Mentored, led, and trained junior producers on equipment, software, and standard procedures

KAKE - Wichita, KS

Commercial/Promotion Producer *(May 2014 - October 2019)*

- Produced TV ads for clients throughout the viewing area
- Acted as creative consultant for clients and account executives
- Produced daily topical and episodic promos for the station's programming

SKILLS

Core Marketing Skills:

- Strategic Communication
- Content strategy and development
- Cross-platform campaign strategy
- Marketing budget and ROI optimization
- Campaign analytics, post-buy analysis reporting
- Promotional contest coordination
- Brand management and proliferation
- Community engagement and relationship building

Leadership and Management:

- Creative direction
- Project management
- Team leadership
- Internal communication
- Employee development and mentorship
- Team performance optimization

Creative:

- Brand management
- Video production
- Motion graphic animation
- Copywriting and editing
- Graphic design
- Live streaming production
- Audio production

SOFTWARE EXPERIENCE

- Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign)
- Google Ads Manager, Google Analytics
- Meta Business Suite
- Upland Second Street
- HTML & CSS
- Microsoft Office 365 (Word, Excel, Powerpoint, Outlook, Teams)
- OBS Studio
- Asana
- Slack
- Notion

ACCOLADES

- 2025 Wichita Business Journal Marketing Award
- ABC Marketing Advisory Board Region 2 Representative
- 2023 Silver Telly Award winner in Media Promotion
- Led KAKE to win Kansas Association of Broadcasters' Station of the Year for four of five consecutive years
- Listed on over 20 individual Kansas Association of Broadcasters Awards

EDUCATION

Wichita State University - *Wichita, KS*

Bachelor of Arts - Communications (*Graduated May 2014*)

Google Ads Creative Certification - *March 2025*

Google: "Foundations of Project Management" - *May 2025*

Google: "Project Planning: Putting It All Together" - *May 2025*

Google: "Project Initiation: Starting a Successful Project" - *May 2025*

Google: "Project Execution: Running the Project" - *May 2025*

Google: "Agile Project Management" - *June 2025*