Kevin Sweeting

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Summary

Director of Online Retail Advertising with 15+ years at Penguin Random House, leading Amazon Sponsored Ads strategy for the full PRH US catalogue. Centralized a fragmented, imprint-by-imprint advertising effort into a profitability-driven program managing $15M+ in annual ad spend and $75M+ in annual sales. Combines a publishing marketing background with a data-driven approach, including a proprietary incrementality-based profitability model.

Experience

Penguin Random House — New York, NY

Director, Online Retail Advertising | October 2024 – Present

- Lead a team of three campaign managers overseeing several hundred Amazon Sponsored Ads campaigns covering 23,000+ ASINs across the full PRH US catalogue, up from ~4,700 ASINs in 2020
- This year we will manage $15M+ in ad spend, generating an anticipated $75M+ in annual sales. That is up from $2M+ in spend and $12M+ in sales in 2020
- Developed a proprietary profitability model that factors in per-unit revenue, advertising cost, and advertising incrementality, crediting only the incremental share of ad-attributed unit sales so every campaign can be justified by profitable returns
- Partnered with PRH's data science team to measure the point-of-sale impact of Amazon advertising and built the findings into investment decisions

Associate Director, Online Retail Advertising | November 2020 – October 2024

- Centralized the Amazon Sponsored Ads program across 5 publishing divisions, streamlining dozens of imprint marketers who each ran separate dashboards, campaigns, KPIs, and strategies into a single corporate team with a unified strategy and dedicated budget
- Built a profitability-driven strategy and a "search first" campaign structure that capitalizes on existing search trends and customer search behavior to capture sales from browsing customers

- Designed and refined a rules-based bid optimization process that adjusts bids based on conversions, ACOS, and ad type

Senior Manager, Digital Retail Marketing and Amazon Advertising, Random House Publishing Group | May 2019 – November 2020

- Took over Amazon Sponsored Ads (PPC) for Random House Publishing Group titles and developed the advertising strategy
- Oversaw creation of an internal data warehouse in Power BI to support advertising performance analysis and allow for easy reporting across timelines and views
- Began building the profitability formula and incrementality frameworks that became the foundation of the centralized program
- Managed retailer product page and A+ Content work to support title discoverability and conversion

Senior Manager, Marketplace Insights, Random House Publishing Group | January 2019 – May 2019

- Conducted consumer research, social media, and marketplace analysis to support Editorial acquisition decisions and Marketing strategy following the merger of the Crown and Random House divisions within PRH

Clarkson Potter, Crown Publishing Group | February 2013 – January 2019

- Planned and executed integrated marketing campaigns for hundreds of cookbook and lifestyle titles, including bestselling authors Ina Garten, Alison Roman, Roberta's Pizza, Shake Shack, Melissa Clark, and Christina Tosi (Momofuku Milk Bar)
- Ran campaigns across social media, paid advertising, influencer marketing, video, and email newsletters, and coordinated with bookstore and online retail sales accounts
- Designed and managed web content for author and title campaigns
- Promoted through five levels, from Marketer (2013) to Senior Marketing Manager (2016 to 2019)

Marketing Department Assistant, Crown Publishing Group | July 2011 – June 2014

Skills

- **Advertising:** Amazon Sponsored Ads (PPC), online retail advertising strategy, rules-based bid optimization, paid media

- **Analytics:** Profitability and incrementality modeling, campaign- and placement-level performance analysis, basic Amazon Marketing Cloud (AMC) SQL
- **Reporting and data:** Oversaw development of Power BI reporting tools using Amazon API data to build a data warehouse for all Amazon Sponsored Ad data
- **Leadership:** Team management, centralizing cross-divisional programs, profitability-focused planning

Education

Skidmore College — BA, English and Anthropology, 2011