

KYLE REILLY-JOHNSTON

Director, Product & Brand Marketing

Los Angeles, CA · (818) 585-0893 · kyle@kylereilly.com · linkedin.com/in/kylereilly

PROFILE

Product and brand marketing executive with 15+ years driving subscriber growth, platform engagement, and retention for major streaming and entertainment platforms. At Disney+, led a 14-person global PMM team with significant budget ownership spanning brand strategy, 360-degree integrated campaigns, product go-to-market, growth and commerce optimization, subscriber experience, AI workflow innovation, and global expansion across 8 markets. Known for building programs from zero to scale, translating complex platform products into compelling consumer narratives, and delivering measurable business impact across every stage of the lifecycle.

PROFESSIONAL EXPERIENCE

The Walt Disney Company | Disney+

2022 - 2026

Director, Global Product Marketing

Led product and brand marketing for Disney+, managing a 14-person global PMM team budget ownership across product marketing, brand strategy, 360-degree campaigns, subscriber growth, commerce optimization, AI workflow innovation, and Disney+ Perks.

Product Marketing & Go-to-Market

- **Conceived, built, and launched Disney+ Perks from zero** a global subscriber loyalty and rewards program expanded to 8 markets across US, Canada, LATAM, and APAC; owned business requirements, PRD, vendor RFP, website design, and all 360-degree marketing from paid media through in-product placements; program archived in the Walt Disney Company records as a first-of-its-kind initiative
- **Led GTM strategy for Disney+ Streams** the platform's first live streaming experience outside of VOD; owned naming, positioning, consumer messaging, and full go-to-market strategy across all channels
- **Built the business case for Explore Disney+** a new editorial content discovery experience; led product marketing from concept through launch including initial editorial strategy, all awareness marketing, and channel execution
- **Led GTM for Disney+ Verts** (short-form content discovery) from A/B test through full iOS and Android rollout, including naming, positioning, consumer research, educational video, lifecycle, push, and XFN launch coordination
- **Led product marketing for Global Navigation redesign** across Disney+, Hulu, and ESPN, directing GTM strategy, legal alignment, and A/B test coordination for global Android Mobile launch
- **Served as Disney+ partner for the Fortnite integration** leading cross-functional coordination across product, legal, franchise, and marketing teams to bring the partnership to market
- **Led naming, messaging, and positioning for MyDisney** the unified login and account experience for The Walt Disney Company family of websites; team owned research, consumer testing, naming strategy, and brand design for the experience seen across all Disney digital properties
- **Contributed as a key Disney+ stakeholder** to initial concepts and brand strategy for the One App Strategy, the future integration of Disney+ and Hulu into a unified platform experience

Brand Marketing & Tentpole Campaigns

- **Defined brand positioning and messaging hierarchy** for the Disney+, establishing distinct subscriber value propositions for Disney+, Hulu on Disney+, and ESPN on Disney+, unifying brand storytelling across every consumer touchpoint while preserving each brand's identity
- **Led brand campaign strategy for major tentpole moments** including Disney+ Throwbacks, Disney Junior on Disney+, Holidays with Hulu on Disney+, May the 4th, Summer Fridays, and Huluween, developing creative briefs, overseeing agency and in-house creative teams, and aligning messaging across PR, Comms, and Franchise Marketing
- **Owned brand health measurement strategy** developing research briefs that drove consumer insights studies tracking brand awareness, perception, and campaign lift; findings directly informed brand strategy pivots and campaign investment decisions
- **Led formal competitive intelligence audits** across Netflix, HBO Max, Apple TV+, Peacock, and Paramount+, with findings directly reshaping Disney+'s subscriber value proposition and influencing product roadmap prioritization

Growth, Commerce & Subscriber Optimization

- **Ran 40+ A/B and multivariate tests annually** across subscription flows, upgrade paths, landing pages, and in-app messaging to continuously optimize conversion, reduce churn, and increase bundle attach rate; tests drove incremental lifts including +14% upgrade conversion, +7% bundle sales, and +3% profile creation rates across global markets
- **Built subscriber persona and audience segmentation framework from scratch** synthesizing behavioral data, Voice of Subscriber research, and consumer insights to define high-value subscriber archetypes informing targeting across lifecycle, paid, and in-product channels
- **Managed all sales, upgrade, and monetization flow marketing** across the Disney+ subscriber funnel, partnering with product and engineering to optimize every consumer-facing commerce touchpoint
- **Commissioned consumer research on AI-powered content badging** showing badging boosted discovery for 71% of users and accelerated decision-making for 66%; findings directly shaped product and programming strategy

Lifecycle & Integrated Communications

- **Owned integrated communications strategy** for all major campaigns and product launches, directing lifecycle marketing teams on email, push notifications, in-app messaging, and CTV marketing to ensure channel-level consistency with campaign strategy and brand messaging
- **Directed lifecycle implementation** across subscriber segments for Disney+ Perks, Vets, Explore Disney+, brand tentpoles, and feature launches, including segmentation strategy, copy direction, and performance optimization
- **Ran A/B/C in-app messaging test** driving +0.45% lift in profile creations; scaled winning variant to LATAM, EMEA, and APAC

AI Workflow Innovation & Team Enablement

- **Architected and deployed AI marketing workflows** across a 14-person global PMM team, building prompt libraries, workflow SOPs, and tool-specific playbooks for ChatGPT, Claude, and Microsoft Copilot that scaled team output across 20+ concurrent workstreams without adding headcount
- **Reduced time-to-brief by ~40%** by standardizing generative AI use for copy drafting, brief writing, and consumer research synthesis, enabling faster strategic pivots and campaign velocity
- **Designed and delivered structured AI training curriculum for 70+ marketers** across PMM, lifecycle, and creative functions, building multi-session programs with slides, exercises, and hands-on workflows tailored to each marketing discipline
- **Established AI governance framework and responsible use standards** defining brand voice guardrails, quality review SOPs, and editorial standards ensuring AI-assisted outputs maintained Disney brand integrity at scale

DIRECTV

2018 - 2022

Senior Director, Product Marketing

Led product and retention marketing, pricing strategy, ML-powered retention programs, and 360-degree campaign execution across DIRECTV's consumer subscriber base.

- **Pioneered ML-powered 1:1 personalized retention packaging**, partnering with data science to deploy an algorithm dynamically matching retention offers to individual subscriber risk profiles; generated 26,000 customer saves and \$17M in free cash flow via the Segmented NFL Sunday Ticket initiative
- **Launched DIRECTV Stream Retention Offers**, owning full GTM strategy, brand positioning, and integrated campaign execution; developed subscriber value proposition, and messaging framework to differentiate in a competitive OTT market
- **Conceived and executed 360-degree re-brand campaign** reaching 90% of the customer base across digital, direct mail, lifecycle, and broadcast, delivering 29 basis points of churn reduction
- **Built subscriber segmentation framework**, directing 20+ personalized engagement campaigns monthly and contributing to 8% increase in premium sales

Charter Communications (formerly Time Warner Cable)

2006 - 2018

Senior Manager, Operations & Chief of Staff

Led operations, marketing strategy, team development, and executive communications across two 500-seat Southern California call centers encompassing sales and retention functions.

- **Supported VP of Marketing** in budget planning, executive briefings, and quarterly business reviews; served as operational lead for marketing initiatives across both call center locations
- **Managed training programs and operational SOPs** for 1,000+ frontline team members across sales and retention functions, building quality assurance frameworks and performance measurement systems from the ground up
- **Built customer audience segmentation and behavioral targeting program** contributing to 7% revenue increase and 4% churn reduction through more precise offer matching
- **Oversaw budget management, vendor coordination, and reporting** for marketing and retention programs, ensuring consistent execution across both sites

EDUCATION

MBA, California Lutheran University

3.91 GPA

BA, Communication Studies | University of California, Los Angeles (UCLA)

CORE COMPETENCIES

Brand & Strategy: Brand Positioning & Architecture · Messaging Hierarchy · 360-Degree Campaign Ownership · Creative Brief & Agency Direction · Competitive Intelligence · Brand Health Measurement · Tentpole Campaign Strategy

Product Marketing: Go-to-Market Strategy · Product Roadmap Influence · Feature Naming & Launch · Consumer Insights · A/B & Multivariate Testing · Landing Page Optimization · App Store Marketing · Partner & Co-Marketing

Growth & Commerce: Subscriber Retention · Churn Reduction · Conversion Optimization · Upgrade & Monetization Flows · Lifecycle Marketing · Audience Segmentation · Loyalty Program Development

Integrated Communications: Lifecycle Email · Push Notifications · In-App Messaging · CTV Marketing · Paid Media Direction · Owned Social · Channel Strategy

AI & Innovation: AI Workflow Design (ChatGPT · Claude · Copilot) · Prompt Library Development · AI Governance & SOPs · Team AI Enablement · ML-Powered Targeting · Generative AI for Content & Research

Leadership: Budget Ownership (\$25-30M) · 14-Person Global Team · Executive Communication · XFN Stakeholder Management · Vendor & Agency Management · Global Expansion (LATAM · APAC · EMEA)