

# KIRON ANDERSEN

*DIGITAL MARKETING MANAGER*

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Kiron Andersen is the Digital Marketing Manager for Peoples Company. He brings more than 25 years of experience in SEO, website strategy, content creation, and video production. He's passionate about turning data into compelling digital stories that connect with audiences and drive meaningful results.

Before joining Peoples Company, Kiron sharpened his digital marketing skills at EveryStep, where he led SEO and content development projects, prioritized accessibility (WCAG standards), and used analytics to improve engagement and user experience. At HyVee, he managed e-commerce content and created interactive campaigns that boosted conversions. His nearly decade-long tenure at the Big 12 Conference included overseeing digital strategy, multimedia storytelling, and social media. Kiron helped grow the brand to more than 12 million annual page views and produced award-winning video series, like a behind-the-scenes feature on football officiating, that demonstrated his versatility in multimedia production. Early in his career, he served as Managing Editor for the Official College Sports Network, coordinating editorial teams across NCAA athletic websites.

Kiron's strengths lie in cross-functional collaboration, creative problem-solving, and audience-first content. He values working closely with teammates, integrating marketing channels, and finding innovative ways to tell brand stories.

Outside work, you'll find him tinkering with home automation systems, helping at random sporting events, or relaxing with his wife Mya, son Grady, and their two cats. He views family time and side-hustle projects as essential recharges that spark his creativity and drive.