KIRON ANDERSEN

Digital Marketing Manager

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Kiron Andersen is Digital Marketing Manager at Peoples Company, bringing 25+ years of expertise in SEO, content strategy, website development, and video production. He specializes in transforming data into compelling digital stories that drive measurable results.

Kiron's career spans high-impact roles across diverse industries. At the Big 12 Conference, he grew digital audiences to 12 million+ annual page views and produced award-winning multimedia content. At Hy-Vee, he led e-commerce content and conversion-focused campaigns. At EveryStep, he championed SEO, accessibility (WCAG), and analytics-driven UX improvements. Earlier, he coordinated editorial teams across NCAA athletic websites as Managing Editor for FansOnly/Official College Sports Network.

Known for cross-functional collaboration and audience-first thinking, Kiron integrates marketing channels and finds innovative ways to tell brand stories that connect and convert.

Outside work, you'll find him tinkering with home automation systems, helping at random sporting events, or finding new adventures with his wife. He views family time and side-hustle projects as essential recharges that spark his creativity and drive.