KIRON ANDERSEN

Digital Marketing Manager

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Kiron Andersen is the Digital Marketing Manager at Peoples Company, bringing more than 30 years of experience in digital marketing, content strategy, SEO, website development, analytics, and multimedia production. He combines technical expertise and data-driven thinking to solve problems, improve digital experiences, and help marketing efforts deliver results.

Throughout his career, Kiron has worked across a range of industries and digital platforms. At the Big 12 Conference, he helped grow digital audiences to more than 12 million annual page views while producing award-winning multimedia content. At Hy-Vee, he worked on e-commerce content and conversion-focused campaigns. At EveryStep, he focused on SEO, accessibility, analytics, and user experience improvements. Earlier in his career, he coordinated editorial teams across NCAA athletic websites as Managing Editor for FansOnly/Official College Sports Network.

At Peoples Company, Kiron draws on his experience in digital marketing, technology, and analytics to strengthen the company's online presence and support its business goals. In 2026, he designed and helped implement the new PeoplesCompany.com website in collaboration with developers, while independently designing, building, and launching six affiliate websites. He also improved search visibility and website performance, expanded digital reporting and lead-generation capabilities, and brought Google Ads management in-house, helping the company make better use of its data and digital marketing resources.

Outside work, you'll find Kiron tinkering with home automation systems, helping at random sporting events, or finding new adventures with his family. He sees family time and side-hustle projects as essential ways to recharge, explore new interests, and keep his creativity and drive going.