

KYLE TERRY

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KYLEGTERRY.COM

DIGITAL MARKETING MANAGER

SUMMARY

Tech-savvy, hands-on marketing manager with 13 years of professional experience including 7+ years in digital marketing, SEO, SEM, email marketing, and web design. Extensive knowledge of web technologies and SEO tools, including Google Analytics, HTML, Moz, SEMrush, and WordPress. Passionate about achieving goals, building value, and driving positive change.

QUALIFICATIONS

- Expertise in executing digital marketing strategies, improving online presence and brand awareness, increasing website traffic, optimizing WordPress websites for search engine algorithms, organizing monthly campaign performance reports, and troubleshooting technical SEO issues.
- Experience in driving results to improve online customer acquisition and paid search metrics.
- Highly self-motivated, organized, and ability to manage multiple projects, clients, and deadlines.
- Strong communication and leadership skills with a proven track record of building excellent relationships with stakeholders, key leadership, third-party vendors, agencies, and internal teams.
- Entrepreneurial spirit, problem solver, and “can-do” attitude of collaboration.

WORK EXPERIENCE

Vivial

Dayton, OH

07/2018 - 04/2019

DIGITAL ACCOUNT MANAGER

Executed entire online presence and comprehensive, multi-channel digital marketing strategy for 120+ small business while maintaining strong focus on campaign execution and results.

- Maximized ROI from program onboarding to ongoing monthly consultation calls with clients to discuss latest trends and best practices in SEO, SEM, PPC and social media, marketing goals, content strategy, campaign roadmaps, and revenue metrics.
- Analyzed and presented marketing campaign results including search performance, leads, cost per conversion, keyword ranking activity, campaign budget, website traffic, and social engagement.

Moss Adams (formerly Hein & Associates LLP)

Denver, CO

01/2015 - 09/2017

NATIONAL DIGITAL MARKETING MANAGER

Managed the firm’s digital marketing campaigns and channels, including SEO, SEM, PPC, social media, email, analytics, and website initiatives to maximize reach, build brand awareness, and generate leads.

- Planned the development and launch of a responsive, mobile-friendly website redesign project.
- YOY results for website: visits +30%, pageviews +115%, time on site +17%, mobile bounce rate -69%.
- Spearheaded successful launch of comprehensive webinar series; attendance conversion rate of 68%.
- Prepared and deployed 380 email campaigns via MailChimp; improved average open rate to 34%.
- Researched and created market analysis reports for weekly industry insights and competitive trends.

Independent Contractor

Denver, CO
11/2013 - 01/2015

CONSULTANT

Mental Health Center of Denver, DIGITAL MEDIA SPECIALIST, 10/2014 - 01/2015

- Led front-end web development and maintenance, content authorship for social media platforms, and created customer journey maps for online acquisitions and career page submissions.

The Friedman Group, LLC, CONSULTANT, 05/2014 - 12/2014

- Produced market research, competitive analysis, and web analytics for 42 client projects.
- Composed SEO maintenance, posted weekly blog content, and managed distribution on social media.

Social Marketing Conversations, MARKET RESEARCHER, 11/2013 - 12/2014

- Performed keyword research, competitive analysis, and website audits for 51 client projects.
- Developed monthly SEO, SEM, and social media reports with Google Analytics to demonstrate ROI.

LawFather

Denver, CO
07/2013 - 11/2013

SEO SPECIALIST/ANALYST

Initially hired to assist the agency and continue to guarantee the success of ongoing SEO programs, web development, and video services for law firms.

- Prepared on-page analysis, off-page link development, website updates, keyword research, content creation, competitive analysis, A/B testing, blog posting on social networks, web analytics and reporting for a portfolio of 20+ clients on a monthly basis.

LexisNexis

Miamisburg, OH
03/2008 - 02/2013

ASSISTANT MARKETING MANAGER, 05/2011 - 02/2013

SUPPORT CENTER CONTENT LEAD, 08/2010 - 05/2011

SENIOR TECHNICAL SUPPORT REPRESENTATIVE, 05/2010 - 08/2010

TECHNICAL SUPPORT REPRESENTATIVE, 03/2008 - 05/2010

Progressed through initial role in customer support to position on the small law marketing team with focus on executing marketing strategies, programs, and tactics to drive retention and new business.

Selected Accomplishments:

- Executed email campaigns that generated over \$2.4M of marketing-influenced revenue.
- Designed and launched the first virtual community in the legal industry.
- Gathered over 50 written and 20 video testimonials from customer advocates.
- Provided technical assistance and problem resolution for over 100 products and services.
- Recipient of back-to-back awards for troubleshooting skills and strong work ethic.

Tour Great Miami

Tipp City, OH
03/2007 - 02/2008

SALES MANAGER

Verso Corporation (formerly NewPage Corporation)

Dayton, OH
05/2006 - 11/2006

ACCOUNT MANAGER

EDUCATION

University of Dayton

Dayton, OH

08/2002 - 05/2006

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

- Double major in Marketing and Entrepreneurship.

SKILLS

OPERATING SYSTEMS

MacOS

Microsoft Windows

MICROSOFT OFFICE 365

Excel

Outlook

PowerPoint

SharePoint

Word

G SUITE

Calendar

Docs

Drive

Forms

Gmail

Sheets

Slides

CMS

Drupal

WordPress

LANGUAGES

CSS

HTML

JavaScript

WEB/MULTIMEDIA

Basecamp

IFTTT

MailChimp

NetSuite

On24

ReadyTalk

Salesforce

Skype

WebEx

DESIGN/CREATIVE

Adobe Creative Suite

Dreamweaver

Illustrator

InDesign

Photoshop

Premier Pro

SEO TOOLS

Ahrefs

DeepCrawl

Google Ads

Google Analytics

Google Search Console

Majestic

Moz

Screaming Frog SEO Spider Tool

SEMrush

SEOquake

Webtrends

SOCIAL MEDIA

Facebook

Hootsuite

Instagram

LinkedIn

Pinterest

Twitter

YouTube

And Many More

CERTIFICATIONS

Google Analytics Individual Qualification, 01/2019 - 01/2020