

KYLE BERG

Colorado Springs, CO ▪ 719-551-0965 ▪ mail@kyleberg.com

LinkedIn: <https://www.linkedin.com/in/kyleberg/>

TECHNOLOGY LEADER

9+ years of experience in technology solutions, website building, online advertising, and client management, with a documented record of success in increasing online presence and brand awareness

Technology Leadership | Digital Analytics Certification

AREAS OF EXPERTISE

- Client Management
- Digital Analytics
- Conversion Optimization
- WordPress
- Lead Generation
- Email Marketing
- Content Marketing
- Paid Social Media
- Ecommerce

PROFESSIONAL EXPERIENCE

BECK & STONE – Remote, USA

2021-Present

Design & Technology Consultancy

Technology Director

- ◆ Led and delivered website development projects for multiple clients while managing a team of developers and coordinating with a design team
- ◆ Brainstormed, planned, and helped execute technology-oriented solutions to solve client problems, resulting in streamlined systems management and improved user experiences.
- ◆ Cultivated client relationships by leading regular meetings, answering questions, and guiding them through the project process while ensuring that deadlines were met and expectations were exceeded.
- ◆ Accelerated sales growth for the agency as a HubSpot Solutions Partner, offering clients a CRM solution to manage client information, create marketing campaigns, and optimize sales pipelines.

DAVID C COOK – Colorado Springs, CO

2017-2021

Curriculum and book publisher

Digital Marketing Director

- ◆ Led a digital marketing team of 3 people with KPIs centered around lead generation, digital advertising, copywriting, email marketing, content marketing, and other strategic initiatives.
- ◆ Headed the digital marketing team for the latest book launch from a New York Times bestselling author, managing an ad budget of more than \$100k and collaborating directly with a volunteer team of Facebook employees. The campaign generated more than 2M engagements and was integral in achieving more than \$1.5M in book sales.
- ◆ Oversaw and executed on the digital logistics for the launch of the [Ministry Spark](#) blog, including design and layout, email marketing, on-page SEO, WordPress development, and creative direction for visuals. The site attracts more than 80k monthly visitors and has 40k email subscribers.
- ◆ Spearheaded adoption of HubSpot that increased efficiency by 40 hours/week, allowed for 13 app integrations, and dramatically increased downstream CRM data.
- ◆ Collaborated with sales team to create a customer experience that increased inbound leads by 30%.

KYLE BERG, PAGE 2

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OUTREACH – Colorado Springs, CO

2016-2017

Digital Marketing Manager

- ◆ Created email marketing campaigns to target an audience of more than 17M monthly users.
- ◆ Designed Facebook ad campaigns, created custom target audiences to improve ROI, and managed a paid search budget of \$200k.
- ◆ Developed demand generation campaigns that acquired more than 100k qualified email leads.

K&H MANUFACTURING – Colorado Springs, CO

2013-2016

E-Commerce & Web Content Manager

- ◆ Designed, launched, and managed khpets.com, a Magento e-commerce website that generated more than \$500k in revenue.
- ◆ Earned Google Trusted Store certification, verifying the status of khpets.com as a trustworthy retail website with exceptional customer service.
- ◆ Established an e-commerce product question & answer system, improving the customer experience and reducing customer support workload by 50%.

EDUCATION & CREDENTIALS

Professional Photography Training, 2008

Rocky Mountain School of Photography, Missoula, MT

Bachelor of Arts in Theology, Honors, 2004

Oral Roberts University, Tulsa, OK

Certifications:

Google Analytics & Google Tag Manager – CXL Institute

Computer & Web Knowledge/Skills:

HubSpot; WordPress; HTML/CSS; Elementor Page Builder; Typeform; MailChimp; Microsoft Dynamics; Maropost; Magento; Shopify; Mac and PC platforms; Microsoft Office; Adobe Photoshop; Google: Analytics, Tag Manager, Webmaster Tools, Google Docs; Facebook Advertising; Social media management dashboards – HubSpot, CoSchedule, Buffer; Social media channels – Facebook, Twitter, LinkedIn.

Soft Skills:

Leadership; Communication; Problem Solving; Relationship Management