

KYLE BERG

Experienced Candidate for Client Relations and Technology Solutions

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719-551-0965

Colorado Springs, CO, USA

Experienced, motivated manager with a successful track record in supporting teams, using prioritization skills, and leading SaaS projects for growth. Eager to join a top-tier organization in customer onboarding.

Work Experience

Senior Client Experience Associate

Jun 2023 - Present

[RubyLaw](#) | Remote

Drive business growth through managing client accounts at top global law firms using RubyLaw's SaaS platform.

- Manage a portfolio of 20 key accounts, employing strong customer success and time management skills to make a strong first impression and solve client challenges
- Collaborate daily with cross-functional teams to troubleshoot issues, manage deadlines, and enhance the user experience
- Conduct customer training webinars for law firm marketing teams via RubyLaw Live to provide training and teach clients to utilize RubyLaw effectively
- Provide comprehensive technical directions during team training sessions, enhancing overall understanding and customer satisfaction

Marketing Technology Director

Aug 2021 - Feb 2023

[Beck & Stone](#) | Remote

Led marketing projects with emphasis on website design and implementation, effectively serving as a liaison between business stakeholders and technical personnel to communicate business goals.

- Led two direct reports engaged in the development and launch of websites aligned with the needs of each client, coaching and showcasing an ability to lead
- Successfully implemented an effective onboarding process to improve employee retention and productivity
- Deployed integration with PandaDoc and HubSpot Sales Hub to reduce contract formation time and improve complex sales process efficiency by 30%
- Applied exceptional problem-solving skills to address and resolve employee concerns during onboarding, improving overall satisfaction rates

Digital Marketing Director

Nov 2017 - Aug 2021

[David C Cook](#) | Colorado Springs

Bolstered the visibility of the organization and its B2B products, developing and executing digital strategies and campaigns centered on lead generation, digital advertising, copywriting, email marketing, and content marketing. Supervised up to three direct report marketing managers.

- Migrated the marketing team to HubSpot as the management tool for marketing efforts, utilizing training skills to help team members attain mastery of technical aspects
- Demonstrated expertise to develop processes that boosted inbound sales leads by 30% and helped build rapport across team
- Exercised accountability for design, layout, SEO, email marketing, and creative visuals for a site that had over 80,000 monthly visitors and 40,000 email subscribers

Digital Marketing Manager

Mar 2016 - Nov 2017

[Outreach Media Group](#) | Colorado Springs, CO

Recruited to design a mobile app, contributing to the design of layouts while developing Facebook and email marketing campaigns to reach more than 17 million monthly users. Acquired over 100,000 qualified email leads through demand

generation campaigns.

E-Commerce & Web Content Manager

Jul 2013 - Mar 2016

[K&H Manufacturing](#) | Colorado Springs, CO

Designed and launched an e-Commerce website using Magento that produced over \$500,000 in sales and earned the Google Trusted Store certification. Improved the customer experience while lowering customer support calls by 50% via a site Q&A system.

Core Skills

HubSpot Marketing Hub, HubSpot Sales Hub, HubSpot Service Hub, HubSpot CRM, Asana, Google Analytics, Google Tag Manager, Google Webmaster Tools, Looker Studio, HTML, CSS, Microsoft Dynamics, Microsoft Office, MailChimp, Monday.com, Paid Social Media, SEO, SEM, Shopify, Magento, WordPress, Adobe Photoshop, CoSchedule, Facebook Ads Manager, Lifecycle Marketing, Marketing Automation, Campaign Management, Customer Onboarding, Presenting

Education

Oral Roberts University

May 2004

Bachelor of Arts

Certificates

Marketing Hub, Sales Hub, Service Hub, Email Marketing, Reporting

Jul 2023

HubSpot

Google Analytics

Aug 2020

CXL

Google Tag Manager

May 2020

CXL