

Kyle Berg

Entrepreneur, Marketer, Leader

Entrepreneur experienced in marketing, customer experience management, and multimedia. Demonstrated success in utilizing technology to streamline operations and enhance sales/marketing processes. Strong analytical and leadership abilities with capacity to manage projects and learn new skills quickly.

QUALIFICATIONS

- Proven results in client acquisition and retention, multi-channel marketing, and project management
- E-commerce management experience with broad knowledge of web apps and content management systems
- Recognized for superior writing, presentation, and communication skills
- Fluency in Spanish with international experience

EMPLOYMENT

Marketing Manager

2016 - Present

Outreach Media Group

- 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
- Created email marketing & ad campaigns using Maropost and AppNexus to target an audience of more than 17M monthly users
- Performed keyword research, on-page optimization, and conversion rate optimization to improve SEO and ASO (App Store Optimization)

Owner

2008 - Present

Ten18 Photography

- Established a high-end portrait photography business through company branding, social media marketing, search engine optimization, customer referral programs, kiosk displays, and portfolio development
- Increased per client revenue by 68% through premium product offerings, exceptional customer experiences, and a refined sales process
- Implemented software and cloud-based solutions for client management, scheduling, billing, and product ordering, resulting in a weekly efficiency of 8 hours
- Launched and maintained company website at ten18photography.com using WordPress as a CMS, blogging platform, and communication channel

E-Commerce Manager

2013 - 2016

K&H Manufacturing

- Designed, launched, and managed khpets.com, a Magento e-commerce website that generated more than \$500,000 in revenue
- Earned Google Trusted Store certification, verifying the status of khpets.com as a trustworthy retail website with exceptional customer service
- Developed SEO link building strategy through analysis with Google Analytics, SEMrush, and Moz Pro
- Established a product question & answer system, improving the customer experience and reducing employee workload by 50%

Technology & Media Advisor

2011 - 2013

Premier Benefits Group

- Remotely collaborated on a customized sales commission tracking system, streamlining tracking for 100 clients

GET IN TOUCH

 connect@kyleberg.com

 541-870-1184

 <http://kyleberg.com>

 Greater Denver Area

TECHNOLOGY SKILLS

Facebook Advertising

★★★★★

Designed Facebook ad campaigns, created custom target audiences to improve ROI, and managed a paid search budget of \$200k.

HTML & CSS

★★★★☆

For maximum efficiency, I typically begin with a starter theme and customize the HTML and CSS within Sublime Text.

Wordpress

★★★★★

My portfolio is built on Wordpress, as are other sites I manage. I run the Genesis Framework to speed up WP development, add features, and increase security.

Magento

★★★★★

The world's leading e-commerce platform and very powerful, Magento powers our website at khpets.com.

Google Analytics

★★★★☆

For tracking website visitors, conversion rates, and much more, Google Analytics provides mountains of data.

MailChimp

★★★★☆

I manage customer email lists, marketing campaigns, and template designs in the MailChimp web application.

Adobe Photoshop

★★★★★

My professional training at the Rocky Mountain School of Photography makes me feel at home in Photoshop.

from 40 providers, resulting in an efficiency of 1.5 days per month

- Transitioned company to cloud-based solutions, reducing local hardware needs, allowing remote access, enhancing team collaboration, and eliminating the risk of data loss

Owner

1997 - 2006

Lawn Artists Service Company

- Created and implemented a multi-faceted marketing strategy, including print, direct mail, door-to-door, and referral advertising, resulting in a base of more than 40 weekly clients and hundreds of seasonal clients
- Grew yearly revenues by 15% while reducing total job time by 40%
- Delivered a dependable, outstanding customer experience, resulting in a customer retention rate of 92%

EDUCATION

Rocky Mountain School of Photography

2008

Missoula, MT

- Professionally trained in photography, Adobe Photoshop, Adobe Photoshop Lightroom
- Strategized with colleagues to develop portfolio materials and maximize business startup plans

Oral Roberts University

2004

Tulsa, OK

- BA in Theology
- Graduated with honors: Summa Cum Laude
- Senior paper of the year

ADDITIONAL INFORMATION

- Languages: English (native); Spanish (advanced)
- Spanish language certification from the D.E.L.E. Institute
- Graduate of Public Relations School from The Leadership Institute
- Coordinated "Kids Club" – a community partnership reaching 120+ children and their families
- Volunteer English teacher to impoverished children in Buenos Aires, Argentina
- Interests: Backpacking, photography, travel, baseball, golf, computers & technology
- Public speaking engagements: Martin Luther King Jr. speech competition, Fargo South High School guest presenter

Microsoft Office



I possess advanced skills in Word and PowerPoint, with intermediate skills in Excel.

Google Apps



My personal and business email accounts run on Google Apps, which allows me to harness the power of Gmail and still use a custom domain name.