

# KYLE STUBBS

## DIGITAL MARKETING & COMMUNICATIONS

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### SUMMARY

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**Skilled writer** with years of experience developing SEO-friendly content that drives results. Enjoys working with technical teams and other stakeholders to provide informative marketing content.

**Data-driven website design and deployment**, including company websites, targeted landing pages, blogs and e-commerce sites.

**Passionate communicator** with a track record of bringing clients and companies together utilizing a variety of marketing techniques.

### SKILLS

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Writing

Content Development

Google Analytics

Adobe Suite

Social Media Marketing

Wordpress

Joomla

Email Marketing

Google AdWords

### HIGHLIGHTS

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Website Optimization resulting in annual **growth of over 100% in traffic and leads**

Developed articles and other content that frequently **rank on the first page of Google**

Optimized advertising campaigns using targeted landing pages to **increase conversion by more than 100%**

Redesigned an e-commerce store leading to an increase in annual sales

Worked with technical and sales teams to develop helpful, lead generating blog materials

### EXPERIENCE

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**2014 - Present** WARMQUEST  
**Marketing**  
Responsible for all digital and most traditional marketing efforts. Built websites including warmquest.com and radiantshop.com. Developed SEO-friendly content and optimized web pages and ad campaigns for lead generation.

**2013 - 2014** UK2 GROUP  
**Social Media and Content Marketing**  
Managed social media for several international brands. Provided training to front line teams on social media use. Worked with technical and other teams to develop and author content for several company blogs.

**2012 - 2014** DIBANA  
**Communications Consultant**  
Provided marketing and communication services for a variety of local businesses. Worked on social media, public relations, event planning and website design and optimization.

**2010 - 2016** DESIGN LOFT INC.  
**Marketing and Web Consultant**  
Advised on social media and content strategy. Designed multiple iterations of designloft.net.

### EDUCATION

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**2006 - 2012** Utah State University  
B.S. PUBLIC RELATIONS  
B.S. POLITICAL SCIENCE/INTERNATIONAL RELATIONS