

# Kyle J Bullock



**Search Specialist - Digital Marketing - Web Development**

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## Work Experience

### Director of Search

#### AZDS Interactive Group

October 2015 - Current

SEO strategy and implementation for luxury hotels, luxury lifestyle brands, private aviation, and high-end real estate companies.

### SEO Specialist, Development, Design

#### E E Promotions, LLC

Feb 2012 - March 2014

SEO consulting services for businesses large and small. I also perform front and back end web development, graphic design, photography, along with monthly SEO analytical reporting.

### Senior SEO Specialist, Analytics, Design, Product Photography

#### Volume Nine Inc.

March 2014 - October 2015

Technical SEO consulting services for businesses large and small. Performing front and back end web development, graphic design, photography, monthly analytical reporting.

### Sales, Design, Engineering

#### SMJ Inc.

2010-2011

Sales and engineering of mining ventilation equipment. I helped prepare this company for a merger.

## Profile

Highly motivated professional with an analytical mind. Creative individual with years of experience as a digital marketer, photographer and web and graphic designer with a focus on overcoming start-up and small to larger business challenges creatively.

## Education

### Colorado Mesa University

BBA-Marketing, 2003-2006

### University of Louisville J.B. School of Engineering

BMC-Mechanical Engineering, 2007-2009

### Udemy Online Learning Certifications

Ruby Language - Ruby on Rails - PHP - Adobe Training

## Technical Skills

### Application:

- Adobe Creative Suites
- Majestic
- Wordtracker
- Business Catalyst
- Brightlocal
- SEMRush
- Webposition
- Unbounce
- Woorank
- Email (mailchimp, CC, etc.)

### Utilities:

- Google Services (WMT, Analytics, Adwords, Merchant Center etc.)
- Business Catalyst
- Ruby on Rails
- ScreamingFrog
- Wordpress
- Magento
- Joomla!
- Drupal

### Development:

- HTML(5)
- CSS(3)
- PHP
- Ruby
- XML
- jQuery
- JavaScript
- JSON-LD
- FTP
- UI/UX

## Skills Explained

- Digital marketing skills including all aspects of search engine optimization (SEO). Daily experience performing highly technical on-page and off-page best practice SEO, link building (relationships building), keyword research, markup optimization, conversion optimization, email campaigns, PPC, Website and Analytic Audits, etc..
- Proficient in modern web and graphic design. Extended knowledge with all Adobe Creative Cloud applications including but not limited to photoshop, dreamweaver, lightroom, and muse.
- Web development proficiency including HTML(5), PHP, UI/UX, XML, CSS, FTP, jQuery, JSON-LD among others. Also, experience with several Content Management Systemes (CMS) such as Wordpress, SiteCore, Joomla! and Drupal.
- Award winning photographer and image editor in several mediums including High Dynamic Range, commercial, B&W, fine art photography, and many more.

## Activities

Owner of annual art showcase “The Root Underground” providing an event for artists, musicians, and designers to showcase their talents with other artists and art enthusiasts, as well as local art organizations and charities to raise money for their causes.

Royce Hurst Humain Society Event Volunteer, Volunteers of America, Food for Thought, Out of Sight.

### **Photography and Image Editing**

Freelance and volunteer commercial photographer and image editor working for small to large scale clients and charities throughout the United States and Canada.

## Target Location

**Relocate:** Yes

US-CO-Denver US-TX-Austin US-WA-Seattle US-CA-San Diego US-CA-San Francisco US-NV-Las Vegas