

Kyle Souther-Bruno

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Digital Marketing Consultant

Promising consultant with three years' experience in the fields of business-to-business (B2B) digital marketing and event coordination. With further education to develop skills and knowledge as a Full Stack Developer. Showcasing efficiency when working on client projects. Applying exceptional customer interaction and issue resolution practices.

Areas of Expertise

- Sales Strategy
 - PPC Advertising
 - SEO/SEM
 - Website Design & Management
 - eCommerce Solutions
 - Client Relations/Customer Service
 - Statistical Analysis
 - Lead Management/CRM Systems
 - Online Marketing Campaigns
 - Adobe Photoshop
 - Event Planning/Coordination
 - Node.js, Database Theory
 - Bookshelf.js, MONGO DB
 - HTML5, CSS3, Javascript, JQuery
 - Bootstrap, Express.js, React.js
 - MySQL, Command line, git
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EDUCATION

Austin Community College | 6101 Highland Campus Dr.
Austin, TX, 78752

Credits Attempted: 23 (focus on Business Relations)

Northwestern Professional Studies | Northwestern University, 339 E Chicago Ave. Chicago, IL 60611
(Certified Full Stack Web Developer)

CERTIFICATIONS & AFFILIATIONS

Certified Full Stack Developer from NU

EXPERIENCE HIGHLIGHTS

NORTHWESTERN, CHICAGO, IL, 04-2018/07-2018

FULL STACK Developer

- Contributed to three main projects over the course.
- Learned and tested skills by building full applications weekly.
- Spent 40 hours outside of class dedicated to extended learning.
- Created 15 projects using different languages.
- Attended Workshops and Code Review sessions outside of class to further education.

Key Accomplishments:

- A certificate in Full Stack Web Development from Northwestern University School of Professional Studies, showcasing accomplishments to future employers.
- Portfolio reviews, resume and social media profile support, career content and practice sessions, technical interview training, 1:1 career coaching, soft skills training, knowledge to build fully functioning web applications.

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FFC HALSTED AND BELMONT, CHICAGO, IL, 8/2017- 4/2018

MEMBERSHIP REPRESENTATIVE

- Arranged meetings with prospects that are interested in becoming a member of FFC.
- Create neighborhood relationships for community outreach (Internal and External).
- Generating leads by attending neighborhood networking events. Creating in-club events. Created blog post for the community.
- Processing new membership paperwork. Working within our operating systems.
- Attend team meetings and training sessions to achieve proper knowledge of our industry.
- Worked alongside our Membership Director to achieve knowledge and expertise in management experience.

Key Accomplishments:

- Achieving Company quota every month.
- Generated on-site events for members and staff.

WEB.COM, Austin, TX, 2/2017-5/2017

Digital Marketing Consultant

- Oversaw digital consultation on small- to mid-sized business marketing strategies and online presence for new and existing clients over the phone.
- Instituted marketing strategy customization on industry-specific research and business intelligence (including statistical analysis of performance metrics).
- Arranged digital marketing presentations to determine optimal platforms and methods to achieve immediate search engine results.
- Handled setup and management of additional product presentations throughout the United States.

Key Accomplishments:

- Sold packages ranging \$1K and above, consisting of an AdWord budget, a new website, and the backend to maintain the website via Search Engine Optimization (SEO) and Search Engine Marketing (SEM), and pay-per-click (PPC) using Salesforce.
- Made over 150 daily business calls to organize presentations, setting up 11 presentations in one day to showcase the company's technology and business growth for local customers.

MAGGIE MAE'S EVENTS, Austin, TX, 6/2015-2/2017

Private VIP Event Lead

- Liaised with clients on the planning, execution, and team management of various private, corporate, and special events held during the calendar year.
- Provided coordination throughout the entirety of each event (including venue layout and formatting).
- Served as Banquet Captain for private events, ensuring fulfillment of necessary procurements and accommodations requested by clients.

Key Accomplishments:

- Contributed event support for the SXSW film conference, including SXSW-2016 and SXSW-2017, the 2017 Tech.Co Startup Night SXSW, and the SXSW Music Opening Party Sponsored by Sensu Music.