Kyle Roots (kyleroots00@gmail.com | 613-799-2691)

PROFILE

As a seasoned and multifaceted Digital Marketing Leader, I bring extensive experience in orchestrating comprehensive online marketing acquisition strategies, structuring information architectures, crafting responsive web designs, and implementing advanced web analytics. My proficiency extends to optimizing data and customer experience initiatives, ensuring an agile response to the ever-evolving digital marketing landscape. With a ten-year track record in digital marketing and more recently within a fractional executive/leadership role, my expertise is amplified by a balanced blend of technical and functional proficiencies, essential for successful digital marketing campaigns.

My portfolio spans over several areas of specialization: a nine-year tenure in analytics, reporting, web design/development, and social media management. This is complemented by five years of hands-on experience in programmatic/AI marketing, leading teams, and managing vendor relationships. My ability to efficiently manage budgets, demonstrated over seven years, aligns with my exposure to Agile methodologies and Agile marketing for the past six years.

By integrating my vast experience and skills, I am well-equipped to provide top-tier solutions that drive online success, thereby positioning me as a valuable asset to any forward-thinking organization.

PROFESSIONAL DEVELOPMENT

- Certified Google Analytics Professional

- Certified Google AdWords Professional

- Certified Hootsuite Professional

- Certified HubSpot Inbound Marketing Professional

- Certified SEMRush SEO/SEM Professional

TECHNICAL SKILLS

Languages: HTML5, CSS, CSS3, JavaScript, Python
CMS Tools: WordPress, Joomla!, Drupal, AEM (Adobe Experience Manager)
SEO/SEM Analysis & Management: Ubersuggest, Moz, SEMRush, GWT, Bing WMT, Google Analytics, Google Ads, BIng Ads, Open Site Explorer, Alexa
Analytics: Google Analytics, Adobe Analytics, Google Tag Manager (GTM), Dynamic Tag Manager (DTM), Launch (Adobe)
Programmatic: Acquisio, Kenshoo, Pandologic, Appcast
Social Analysis/Management: Hootsuite, Crowdfire, Lately
Marketing Automation & CRM Frameworks: HubSpot, Spokal, Eloqua, Bullhorn, Avionte
Graphic Design & UX Tools: Adobe Suite Photoshop, InDesign Optimizilla, Balsamiq
Operating Systems: Windows, Mac OS
Task Management: Jira, TFS, Trello
General Tools: MS Office 365, SharePoint, Salesforce

LANGUAGE

English: Native

SECURITY CLEARANCE

 Secret Level 2.

EDUCATION

Digital Analytics,
Algonquin College, Ottawa, Ontario

PROFESSIONAL EXPERIENCE
Director of Marketing & Technology

Qualified Staffing / Myticas Consulting
Industry: Staffing and Employment
August 2018 – Present

From the back office to the factory floor and the programmers' cubes to the boardroom, Qualified Staffing can provide you with exceptional professionals throughout your company.

Since 1988, Qualified Staffing has employed over 200,000 people by listening to their needs and helping them get noticed by great companies.

With 30 offices across the United States, we have access to hundreds of jobs. Combine that with the industry's best staffing experts, and the Qualified team has what it takes to make sure you find the best job possible.

Our mission is to empower people to be successful by placing them in the right position with the right client. We do this every day, relentlessly, by building trusted relationships with our employees and clients. When people succeed, families and communities thrive.

Primary Responsibilities:

- Guide and amplify the comprehensive digital asset, strategy, and execution plans within the Myticas Consulting division of Qualified Staffing's marketing landscape.
- Drive the stewardship and supervision of brand identity, imaging, and creative innovation across all operational levels.
- Lead the initiation of digital promotional campaigns, concurrently establishing a robust marketing automation framework within the organization.
- Foster client/vendor relationship management initiatives, while ensuring the efficient management and accountability of all project workflows.
- Implemented ground-breaking digital marketing strategies, tactics, planning, advertising, and public relations initiatives for the organization.
- Skillfully crafted and executed a broad range of online marketing activities, including the creation of digital assets, imagery, and social media communication strategies.
- Administered all marketing functions, while designing, developing, and executing goals and objectives for return on investment (ROI).
- Piloted the incorporation of a bespoke HubSpot CRM solution, ensuring seamless integration with the corporate ATS platform.
- Led the implementation of an AI BBM solution for advanced media buying optimization, encompassing Search, Display, and social media channels.
- Responsible for all SEO/SEM and digital analytics strategies, including implementation, reporting, automation customization, and execution plans.

Key Accomplishments:

- Achieved a 60% year-over-year increase in hires from digital channels, accounting for 60% of all net new business contributing to the bottom line.
- Realized a 125% increase in year-over-year sales leads from digital assets, resulting in an 82% conversion ratio. Emphasizing quality over quantity resulted in a 'tier 1' status rating with all Fortune 500 client partnerships at a 95% rate.
- Maintained a zero-turnover rate within the marketing team, both internal and offshore, over a span of 6 years.

Environment: Google Tag Manager (GTM), Bullhorn ATS, Avionte ATS, SEMRush, Moz, Observepoint, Adobe Crative Suite, WordPress, Hubspot, Sharepoint, Google AdWords, Google AdWords Editor, Bing Ads, Acquisio, Appcast, MS O365, Pandologic.

SEO/SEM and Web Analytics Lead
EDC (Export Development Canada)
Industry: Export Financing and Insurance
March 2017 – August 2018

Export Development Canada (EDC) is Canada's export credit agency, offering trade finance, export credit insurance, bonding services, & foreign market expertise.

Professional Summary:

- Spearheading the strategic execution of all Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Web Analytics initiatives within the organization.
- Envisioning and driving the SEO roadmap and architectural redesign for edc.ca, a newly constructed platform on Adobe Experience Manager.
- Developing and providing comprehensive templates underlining SEO best practices for the content creation team.
- Overseeing the SEO development and validation process end-to-end for all new content published on EDC.ca and EDC.Trade.
- Leading in the implementation of SEO attribute tagging across all web properties and affiliated partner sites within the organization.
- Mastering the use of SEMRush to outline site health metrics, and tracking the progress of SEM, SEO, and Social activities across primary domains and subdomains.
- Directing the entire governance strategy, re-structuring, and execution of SEM accounts for EDC during 2017/2018 on Google and Bing platforms.
- Guiding the deployment and ownership of the AI BBM solution for advanced media buying optimization across Search, Display, and social channels.
- Setting custom thresholds that align with budget constraints for SEM & Display initiatives.
- Functioning as the point of contact for all SEO/SEM related troubleshooting tasks.
- Piloting the re-structuring of web analytics implementation on EDC.ca, primarily enhancing Adobe Analytics through Dynamic Tag Manager with a 90% dataLayer approach.
- Ensuring comprehensive custom analytics implementation on EDC's latest partnership domain using Adobe Analytics via Dynamic Tag Manager (DTM).
- Proficiently using Observepoint to augment complex analytics tagging tasks on both new and previously migrated web pages.
- Overseeing all analytics tagging needs to ensure custom site components are accurately tracked and reported in alignment with business requirements and that all conversion pixels are properly developed and installed.
- Serving as the primary resource for ad-hoc report requests via Adobe Analytics.
- Regularly reporting project progress and challenges utilizing TFS SLA management software.

Achievements:

- Achieved a 35% increase in year-over-year organic web traffic (SEO).
- Amplified year-over-year paid web traffic (SEM) by 220%.

- Boosted year-over-year organic traffic conversions by 40%, with SEO traffic being the primary contributor at 25%.
- Escalated year-over-year paid web traffic conversions by 140%, with SEM traffic being the main contributor at 80%.

Environment: Adobe Analytics, Dynamic Tag Manager (DTM), SEMRush, Moz, Observepoint, Adobe Experience Manager, WordPress, Sharepoint, Google AdWords, Google AdWords Editor, Bing Ads, Acquisio, Kenshoo, HTML, JavaScript, JQuery, MacOS, TFS

Digital Marketing & Analytics Manager
Infoplicity
Industry: Data Analytics/Healthcare
May 2015 – March 2017

Infoplicity is an Information Technology consulting organization specializing in Informatics, Data Analytics and Corporate Performance Management within the Healthcare Industry.

Primary Responsibilities:

- Hired to lead digital transformation initiatives, including the creation and implementation of a comprehensive digital strategy.
- Key tasks encompassed:
    o Evaluation and recommendation of a fully optimized responsive web solution in line with industry standards and competitors.
    o Conduction of strategic discussions and Proof of Concepts (POCs) to devise an end-to-end online growth strategy in alignment with corporate KPIs.
    o Responsible for UI/UX design creation and development using Balsamiq, along with mapping information architecture via Dynomapper.
    o Quality assurance for all web content, ensuring adherence to SEO guidelines, information architecture, UX best practices, and social communication strategies.
    o Google Analytics implementation via Google Tag Manager for advanced tracking capabilities at both micro and macro conversion levels.
    o Configuration and management of paid media platforms (Google AdWords, Bing Ads, Twitter Ads, Facebook Ads) to meet organizational targeting needs.
    o Development and deployment of conversion media pixels to optimize platforms for a targeted CPA.
    o Lead in executing search and display campaign initiatives using Google AdWords and Bing Ads, optimizing monthly budget spending through automation techniques.
    o Comprehensive reporting on initiatives, from conversion goals to behavior metrics, to guide future optimization efforts.
    o Execution of multivariate testing for campaign landing pages.
    o Management of organic and paid Social Media growth strategies in alignment with business objectives and communication KPIs.
    o Reporting of all project progressions using Jira's SLA management software.

Outcomes:

- Drove a 120% increase in organic web traffic, primarily attributable to SEO (70%).

- Enhanced organic conversion rate by 40% (email sign-ups and online inquiries), with SEO as the main attribution source (50%).
- Boosted overall paid search/media traffic by 205%, with SEM as the primary source (60%).
- Improved overall paid search/media conversions by 86%, with Facebook as the primary attribution source (25%).

Other Notable Projects:

1. Canadian Federation of Agriculture (CFA)

Industry: Agriculture

Responsibilities: Leading the comprehensive UX design, front-end development, content creation, and on-page SEO architecture for the restructuring of the CFA website.

2. eCare Analytics

Industry: Healthcare Data Analytics

Responsibilities: Designing the wireframes and SEO architecture of the eCare Analytics site, mapping growth channels, leading UX outlines and content creation, implementing Google Analytics, and managing paid media conversion pixels.

3. Rent Frock Repeat

Industry: e-Commerce

Responsibilities: Assessing the current state of the domain and behavior trends, developing complex report frameworks, setting up KPI-driven automated reports, and recommending enhancements for conversion pages.

4. Prime Choice Auto Parts (PCAP)

Industry: e-Commerce

Responsibilities: Assessing the current analytics state and visitor trends, enhancing designated conversion product pages, re-implementing Google Analytics, and managing Google Adwords account.

5. CareWay Informatics

Industry: Healthcare

Responsibilities: Redesigning and migrating the CareWay Informatics website, setting up on-page SEO architecture, and implementing advanced event tracking analytics.

6. Eastern Ontario Regional Lab Association (EORLA)

Industry: Healthcare

Responsibilities: Overseeing the complete migration and restructuring of the EORLA website, implementing SEO efforts, adding content for both English and French versions, and implementing Google Analytics.

Total Environment: Google Analytics, Google Tag Manager, Google WMT, GKP, Moz, SEMrush, Google Trends, Alexa, Google AdWords, Google AdWords Editor, Bing Ads, Facebook Ad Manager, LinkedIn Ads, Twitter Ads, Hootsuite, Crowdfire, Jira, Wordpress, Drupal, HTML, CSS, Javascript, JQuery, Paint.NET, Kraken.io, Windows, Photoshop

Digital Marketing Manager – BNuvola Solutions
Industry: IT solutions and products
April 2014 – May 2015

BNuvola provides technology products to assist in simplifying the way organizations use data by making it a natural part of how they make decisions.

Job Responsibilities:

- Strategically drive the growth of the organization through the development and implementation of advanced digital, responsive design, and social media strategies.
- This role entails in-depth competitive analysis, SEO-focused image/content enhancement, and organic social engagement. It also necessitates the formulation of strategic advertising recommendations to maximize the promotion of the organization's services.
- Conduct thorough research and analysis to ensure optimized conversion page results, implementing rigorous trial and A/B testing efforts.
- Utilize platforms such as Hootsuite, MailChimp, and Sharedvue CMS for seamless website integration and effective digital content management.
- Customize mobile site designs using languages such as HTML, CSS, CSS3, and Javascript, aligned with an SEO-focused architecture.
- Actively participate in executive-level discussions and presentations focused on the potential digital advantages to be leveraged by the organization for efficient operation and growth within targeted verticals.
- Spearhead the complete execution of the proof-of-concept (POC) for the paid search/media strategy.

Environment: Google WMT, Google Analytics, Google Tag Manager, GKP, Google Trends, Sharedvue Web Showcase Syndication for SAP and Qlikview, MailChimp, Google AdWords, Google AdWords Editor, Facebook Ad Manager, Hootsuite, HTML, XHTML, CSS, CSS3, JavaScript, QlikView, SAP Business One, Windows

Digital Design, Analytics & SEO/SEM Specialist – Myticas Consulting
Industry: IT Consulting/Staffing
September 2012 – May 2015

Myticas Consulting is a boutique IT consulting firm specializing in ERP, Analytics (BI/DW), Content/Case Management, Network Engineering and Testing. With a proven track record delivering high-performance professionals to Fortune 500 companies and all levels of Government.

Primary Responsibilities:

1. Steered and managed the inception and execution of comprehensive digital optimization endeavors, encompassing creative design, social media interactions, and advertising strategies for the organization. Duties incorporated:

- Comprehensive competitive analysis for Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies.
- Leveraged Klout scores to boost organic social media engagements.
- Developed recommendations on potent advertising channels to direct bespoke traffic to the website, focusing on service offerings and geographical locations.

2. Spearheaded the transformative overhaul of the web presence and user-visualization behaviors of Myticas Consulting, resulting in a fully-responsive web solution that integrated on-page SEO-oriented architecture and wide-ranging off-page initiatives. This involved:

- Utilizing HTML, CSS, JavaScript, and JQuery for hands-on design.
- Leveraging tools such as SEMRush, Google Webmaster Tools, Moz Open Site Explorer, and Alexa to inform SEO and SEM strategies.
- Implementing graphic design, UX mockups, and manipulation using resources like the Paint.NET Framework, PicMonkey, Photoshop, Gimp2, and Kraken.io.
- Deploying advanced Google Analytics via Google Tag Manager, focusing on specific goal conversions and event tracking enhancements for results-oriented landing pages.

3. Regulated, reported, and executed all SEM campaign strategies via intricate Ad Group structures in Google AdWords, while also exploiting similar functions and segmentation abilities within Indeed/Smart Recruiter campaign management and API tools. Key tasks included:

- Amplifying the awareness of job openings and registrants, segmented by geographical location and competitive costs for search query intent to ensure a positive ROI.
- Monitoring and adjusting campaigns daily based on user activity and competition to optimize advertising budgets, thus driving measurable and realistic outcomes.
- Conducting multivariate testing scenarios to improve Conversion Rate Optimization (CRO) for targeted conversion pages.
- Achieved a 42% increase in conversions from organic traffic, a 76% conversion rate from paid channels, and nearly a 60% conversion rate via targeted social media communication.

4. Acted as the primary conduit between the business and recruiting divisions, providing detailed reports on the success, failures, and potential improvements of the site's functionality, organic SEO strategies, and SEM campaign initiatives. This encompassed:

- Delivering reports on the overall health metrics of the site to inform future SEO experiments.
- Analyzing user behavior patterns for campaign CRO, including identifying and diagnosing issues, implementing solutions, reporting changes, and monitoring outcomes.

Environment: Google Analytics, Google Tag Manager, Google WMT, GKP, SEMrush, Google AdWords, Google AdWords Editor, Google Trends, Alexa, MOZ, Hootsuite, Wordpress CMS, HTML, CSS, Javascript, JQuery, Paint.NET, PicMonkey, Photobie, Kraken.io, Photoshop, Windows Vista, 7, 8.