Kyle Taylor

720.592.8411 | kylepattontaylor@gmail.com | http://www.linkedin.com/in/kylepattontaylor | https://github.com/kyleptaylor

Professional Summary:

Results-driven Technical Engineer with a strong technical background and extensive experience in customer support, technical problem-solving, and marketing automation. Proficient in HTML, CSS, JavaScript, and various MarTech platforms. Demonstrated ability to translate customer needs into actionable tasks and drive customer success.

Work Experience:

Website Developer (Technical Operations, Marketing Automation, Frontend Development)   **Feb 2023 – Present**
MDO Holdings   *Raleigh, NC*
- Orchestrated and executed omni-channel campaigns yielding over $8M+ in ETF contract revenue.
- Managed internal tech stack, collaborating with customer success to ensure successful technical operations.
- Spearheaded internal technical marketing translating complex modules into compelling and accessible content.
- Developed user-friendly websites and custom modules with HTML, CSS, and JavaScript, enhancing user experience and data collection.

Email Marketing Account Manager (Customer Success, Campaign Execution, Analytics)   **April 2022 – Jan 2023**
Incline Marketing   *Rexburg, ID*
- Designed, optimized, and analyzed email campaigns capturing consumer experience in over 19,000 bookings.
- Collaborated with cross-functional teams to develop positioning, content, and messaging to resonate with different customer personas generating over $4.5M+ for industry-leading service companies.
- Managed 38 client accounts to drive growth and retention while emphasizing individual brand messaging.

Account Executive (Project Management, Cross-functional Teamwork, Customer Service)   **Jan 2022 – April 2022**
Soapbox Agency   *Rexburg, ID*
- Led a team of 11 video, graphic, and content specialists to produce digital assets for multiple clients.
- Maintained weekly client contact to advance progress and communication resulting in additional contracts.

Volunteer Experience:

Website Developer   **Feb 2023 – Present**
Self-Conducted in Local Community   *Raleigh, NC*
- Developed and maintained visually striking and user-friendly websites for local businesses, focusing on delivering impactful online experiences tailored to meet client needs.
- Demonstrated literacy in web design, development, and enhancing brand presence through innovative solutions.

Full-time Volunteer Representative   **Nov 2016 – Nov 2018**
The Church of Jesus Christ of Latter-day Saints   *Legazpi, Philippines*
- Created daily lesson plans for individuals and families to make and meet goals to better their lives.
- Promoted to a leadership position sustaining housing needs of over 60 apartments and 140 individuals, by forecasting supplies and organizing routes to purchase and deliver supplies in large quantities.
- Achieved proficient fluency in Tagalog after 5 months of daily study and practiced application.

Education:

Bachelor of Science; Business Management/ Marketing, Minor in Finance   **Jan 2019 – July 2022**
Brigham Young University – Idaho Cum Laude (GPA: 3.93 / 4.0)   *Rexburg, ID*

Software Engineering Certificate   **Expected Completion: September 2024**
Springboard Software Engineering Carrer Track
- 9-month intensive course in Software Engineering methodologies and technologies with 1:1 industry mentor oversight and project completion.
- Mastered skills in front-end and back-end web development, databases, data structures, and algorithms.

Skills:

Technical: HTML, CSS, JavaScript, REST APIs, troubleshooting, Microsoft/Adobe/Google Suites, MarTech/AdTech
Soft: Strong communication, customer success, bilingual, problem-solving, cross-functional teamwork, detail-oriented