

# Kyler Caskey

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**Professional Summary:** An accomplished professional with extensive experience in marketing, content writing, and lead generation. Creative, imaginative, and team-oriented individual with an eye for detail. I specialize in the strategic development and distribution of high-quality content that educates, entertains, persuades, and converts across audiences and personas. My greatest strengths include the ability to generate creative, compelling, and descriptive content and optimize the ability of blogs and webpages to increase traffic and drive revenue.

**Education:** B/A: Marketing Communications - Illinois State University, Bloomington, IL

**Skills:** Social Media Marketing, B2B Sales, Copy Editing, Adobe Photoshop, WordPress, SEO/SEM Writing, MS Office, Project Management, Keyword Research, Public Speaking, Market Research, Account Management

## **Business Development Representative February 2022 - August 2023 - Smokeball Legal Software**

Developed and implemented strategic business plans and marketing strategies. Served as a passionate member of the business development team, helping to drive overall sales and run demonstrations for future clients. Identified specific prospects to reach out to, with an effective plan for communicating the clear value proposition for their business. Prepared and delivered business reviews to the senior management team regarding progress. Managed complex contract negotiations and communication with legal professionals.

## **Creative Project Manager - May 2021 - January 2022 - Trinity Productions**

Collaborated with developers, advertisers, and production managers to accomplish marketing objectives for Products or Services. Captured new customers using creative and fresh approaches.

## **Creative Director & Customer Success Manager - March 2020 - April 2021 - ARChousemedia**

Focused on renewing subscriptions with our clients. Made sure the team was updated on company-wide changes through daily and weekly staff meetings.

## **Content Marketing Specialists January 2019 - February 2020 - Kopp Productions**

Managed content for social media campaigns and web pages. Increased blog exposure and social media engagement by 200 percent. Organized and reconstructed new website content for a complete website revamp. Wrote daily content for the company's primary web pages.

## **Content Creator November 2016 - December 2018 - CareMedia / Freelance work**

Capitalized on emerging opportunities, consistently tracking markets to stay on top of trends. Enhanced designs, color choices, and slogans for market and product materials. Helped optimize product design, and color by working closely with development personnel. Captured new customers using creative strategy.