

Bailey Killian

Kerrville, Texas, United States

baileykillian@outlook.com | 361-688-0409

[linkedin.com/in/bekillian](https://www.linkedin.com/in/bekillian)

Summary

Dynamic and results-driven Digital Marketing Leader with 12 years of comprehensive experience in spearheading digital marketing strategies that deliver substantial results. Proven track record in leading cross-functional teams to exceed company goals through innovative SEO, SEM, and content marketing strategies. Adept at fostering an environment of continuous learning and development, ensuring team members are engaged and achieving their full potential. Passionate about driving process improvements and staying ahead of digital marketing trends to drive business growth.

Experience

Web Support & Quality Assurance Specialist

SMB Team

Apr 2024 – Present

In the role of Web Support & Quality Assurance Specialist, ensured the seamless operation and high performance of multiple websites across various industries. Focused on providing technical support, conducting rigorous quality assurance tests, and enhancing user experience through continuous website improvements. Leveraged technical proficiency in HTML, CSS, JavaScript, and CMS platforms to manage website maintenance, troubleshoot issues, and implement performance optimizations. Collaborated closely with design and development teams to improve website usability and accessibility. With exceptional problem-solving skills and attention to detail, conducted comprehensive testing, including functional, regression, and user acceptance testing, to identify and resolve bugs and usability concerns. Ensured websites remained up-to-date with the latest technologies and standards. As an effective communicator, bridged the technical gap between the internal team and external clients, ensuring smooth collaboration and mutual understanding.

- Successfully reduced website downtime by implementing proactive monitoring and maintenance procedures.
- Enhanced website performance, resulting in a 20% increase in page load speed and improved user satisfaction.
- Developed and executed comprehensive quality assurance plans for multiple web projects, ensuring timely and error-free launches.
- Implemented SEO best practices, improving website visibility and search engine rankings.
- Maintained detailed documentation and generated reports to track website performance and support activities.

Digital Project Manager

EZMarketing

Apr 2023 – April 2024

In the role of Digital Project Manager, managed a portfolio of over 100 clients across various industries with a focus on executing effective digital marketing strategies through SEO, Google Ads, and Social Media campaigns. Utilized expertise in Asana to maintain, update, and manage multiple projects simultaneously, adhering to their respective schedules and budgets. Leveraged superior marketing skills and industry best practices to guide and motivate a diverse team of Writers, Web Developers, Social Media Managers, and SEO Specialists, delivering top-tier results for clients. With a deep understanding of the customer service landscape, fostered exceptional client relationships, managing projects from conception to final delivery. As an effective communicator, adeptly bridged the technical gap between the internal team and external clients, ensuring smooth collaboration and mutual understanding.

- Successfully managed and delivered digital marketing projects for over 100 clients, consistently meeting project timelines and budget constraints.
- Led the strategic implementation of SEO, Google Ads, and Social Media campaigns, contributing to significant

improvements in client KPIs.

- Motivated a diverse team of creative and technical professionals, fostering a culture of high-quality work and impressive results.
- Successfully communicated complex technical issues, enhancing understanding and collaboration between clients and the internal team.
- Exhibited excellent organizational skills, resulting in smooth operations and effective management of multiple projects.

Project Manager (Consultant)

Killian Consulting

2014 - 2023

Collaborated with clients on both contract and full-time basis, delivering major components of operations and technology across various industries. My broad expertise encompasses Scrum Master, project management, digital marketing, brand design, website management, VOIP systems, CRM systems, and productivity coaching.

- Collaborated with team members to develop project timelines, sprints, and tasks for successful completion.
- Managed digital marketing for contracted projects, including Google Ads, media buying, A/B testing, and PPC.
- Served as an outsourced IT Manager for businesses, streamlining processes and improving efficiency.
- Administered Google Workspace, Google My Business, Analytics, Keyword Planner, and Search Console.
- Consulted for startup business formation, operational technology, and providing industry-specific training.
- Mapped existing business systems and processes, recommending improvements for increased efficiency.
- Provided counsel to executives and collaborating with senior management on strategic planning initiatives.

Director of Innovation and Technology

Keller Williams Coastal Bend

Jul 2017 - Mar 2022

Led the Agent Services team across 6 offices, overseeing information technology, operations, training, customer success, and new agent onboarding for over 300 agents.

- Collaborated cross-functionally with the Director of Marketing to bolster marketing efforts and drive business growth.
- Tracked IT operating budgets, as well as conducted cost-benefit analyses for IT spending initiatives.
- Enhanced user experience via help desk support, training classes, webinars, system improvements, and communication of system changes.
- Conducted group and individual training sessions on lead generation, CRM systems, business practices, software utilization, and productivity coaching.
- Prioritized frameworks for technology evaluation and communication with business stakeholders.
- Reevaluated vendor contracts and achieved annual savings of over \$60,000.
- Managed marketing materials for social media, mass media, video, and podcasting.
- Fostered customer success by proactively understanding and addressing customer needs, building long-term relationships, and maximizing customer lifetime value.

Communications Coordinator

Texas A&M University - Kingsville

Sep 2012 - Feb 2017

Developed and executed data-driven marketing campaigns targeting prospective students for recruitment and retention.

- Designed and implemented a student ambassador program to aid in recruiting and establishing a communications network between current and prospective students.
- Managed a department with 20+ employees, overseeing call campaigns (60,000 calls/year), mail operations

(800,000 mail pieces/year), and an automated communications system that issued over 2 million emails per year.

- Targeted a freshman class of 1,200 students from 50,000 prospects across the state through an 18-month process.
- Administered a departmental budget of over \$300,000 and managing vendor contracts.

Education

Texas A&M University - Kingsville

Master of Science, English Literature

2011 - 2015

Texas A&M University - Kingsville

Bachelor of Arts, English Literature

2007 - 2010

Major: English Literature

Minor: Business Administration

Specialization: Philosophy

Licenses & Certifications

Jasper AI Certified

CertiProf Remote Work

Certified Scrum Master

Google Analytics Certification

Google My Business

Google Ads - Measurement

Google Ads - Display

Google Ads - Search

cPanel Professional

3CX Basic Certified

Skills

- Digital Marketing (10+ years)
- SEO (8+ years)
- SEM (8+ years)
- Content Marketing (10+ years)
- Email Marketing (10+ years)
- Social Media & Advertising (8+ years)
- Marketing Analytics & Reporting (10+ years)
- Information Technology (10+ years)
- Website Design & Management (10+ years)
- Google Workspace (10+ years)
- Project Management (8+ years)
- Team Building & Management (10+ years)
- Adobe Illustrator (10+ years)
- Microsoft Office (10+ years)