

Bailey Killian

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Summary

Passionate educator and English Literature Master's graduate with extensive experience in leadership, project management, and digital innovation. Proven track record in developing and executing educational and marketing strategies, with a strong foundation in English literature, critical analysis, and content creation. Eager to leverage my background in education and technology to contribute to an enriching academic environment as an Adjunct Instructor in English.

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

Experience

Digital Project Manager

EZMarketing

Apr 2023 - Present

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.

- Spearheaded digital marketing strategies enhancing client engagement through content rooted in narrative excellence and analytical rigor.
- Managed interdisciplinary teams, fostering an environment of creativity and innovation conducive to educational settings.

Director of Marketing and Web (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.

- Delivered comprehensive digital marketing and web management solutions, emphasizing the importance of clear, effective communication and storytelling.
- Implemented educational workshops and training sessions for clients, showcasing a deep understanding of instructional methodologies and adult learning principles.

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.

- Led the Agent Services and Marketing team, developing and delivering training programs and educational content for over 300 agents, enhancing their marketing and technological capabilities.

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.

- Developed and executed marketing campaigns aimed at student recruitment and retention, leveraging storytelling and persuasive communication skills integral to teaching English literature.
- Created a student ambassador program and collaborated with academic departments to design targeted communications, demonstrating an ability to engage and inspire through written content.

Skills & Competencies

- **Educational Leadership:** Experience in leading teams and managing projects with a focus on educational outcomes and student success.
- **Literary Analysis:** Advanced skills in literary criticism, narrative analysis, and content creation, with a deep understanding of English literature.
- **Communication & Presentation:** Exceptional ability in written and verbal communication, capable of delivering compelling lectures and presentations.
- **Digital Literacy:** Proficient in leveraging digital tools and platforms for educational purposes, enhancing learning experiences through technology.
- **Curriculum Development:** Skilled in designing and implementing curriculum that engages students and fosters a deep appreciation for English literature.

Licenses & Certifications

Jasper AI Certified

CertiProf Remote Work

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)
- Content Marketing (10+ years)
- Copywriting (10+ years)
- Team Building & Management (10+ years)
- Project Management (5+ years)
- Website Design & Management (10+ years)
- Email Marketing (10+ years)
- Social Media & Advertising (8+ years)
- Brand Management (10+ years)
- Marketing Analytics & Reporting (10+ years)
- Customer Relationship Management (10+ years)
- Information Technology (10+ years)
- Google Workspace (10+ years)
- Adobe Illustrator (10+ years)
- Microsoft Office (10+ years)