

# Bailey Killian

Texas, United States

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## Summary

Experienced Director and Project Manager with a passion for innovation and training. Specialized work experience in marketing, project management, operation, and website development adept at developing marketing strategies and streamlining operations.

## 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.

- 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, Social Media and Email Marketing 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.

### 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.

- Collaborating with team members to develop project timelines, sprints, and tasks for successful completion.
- Managing digital marketing for contracted projects, including Google Ads, media buying, A/B testing, and PPC.
- Serving as an outsourced IT Manager for businesses, streamlining processes and improving efficiency.
- Administering Google Workspace, Google My Business, Analytics, Tag Manager, and Search Console.
- Consulting for startup business formation, operational technology, and providing industry-specific training.
- Mapping existing business systems and processes, recommending improvements for increased efficiency.
- Providing 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

Head of the Agent Services and Marketing team across 6 offices, overseeing marketing and technology, operations, training, customer success, and new agent onboarding for over 300 agents.

- Marketing manager for website development and management, social media, and advertising.
- Developing, tracking, and controlling IT operating budgets, as well as conducting cost-benefit analyses for IT spending initiatives.
- Enhancing user experience via help desk support, training classes, webinars, system improvements, and communication of system changes.
- Conducting group and individual training sessions on lead generation, CRM systems, business practices, software utilization, and productivity coaching.
- Prioritizing frameworks for technology evaluation and communicating with business stakeholders.
- Reevaluating vendor contracts, achieving annual savings of over \$50,000.
- Managing marketing materials for social media, mass media, video, and podcasting.
- Fostering 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

Head of Department: Developed and executed data-driven marketing campaigns targeting prospective students for recruitment and retention.

- Developing a student ambassador program to aid in recruiting and establishing a communications network between current and prospective students.
- Collaborating with academic colleges, faculty members, career services, student activities, and other campus entities to create targeted communications.
- Implementing data-driven marketing studies to evaluate and refine communications strategies.
- Managing 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.
- Achieving a freshman class of 1,200 students from 50,000 prospects across the state through an 18-month process.
- Creating all email and direct mail campaigns.
- Developing process controls and metrics for daily management of the call center.
- Assessing personnel performance, implementing incentives, and organizing team-building events to boost morale.
- Improving organizational efficiency by effectively recruiting new hires and supporting management with personnel decisions.
- Administering 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**

**Google Analytics Certification**

**Google My Business**

**Google Ads - Measurement**

**Google Ads - Display**

**Google Ads - Search**

**cPanel Professional**

**3CX Basic Certified**

## Skills

- Leadership & Management (10+ years)
- Team Building & Management (10+ years)
- Project Management (5+ years)
- Website Design & Management (10+ years)
- Digital Marketing (10+ years)
- SEO (8+ years)
- SEM (8+ years)
- Content Marketing (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)
- Adobe Illustrator (10+ years)
- Copywriting (10+ years)
- Human Resources & Recruiting (10+ years)
- Microsoft 365 (10+ years)
- Google Workspace (10+ years)