

KYLE PELLIKAN

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PROFESSIONAL EXPERIENCE

Coastal Flooring & Design Center, Port St. Lucie, FL - *Digital Marketer* **November 2023 - Present**

- Created new service pages & blog posts to drive new search traffic on Google & Bing.
- Adjusted HTML, CSS, & PHP so that website was better optimized for mobile & search engines.
- Managed Google Ads & Facebook Ads campaign to drive more traffic to the website.
- Increased general website traffic by 150% and organic search traffic by 40% within the first 30 days.

Ad Leaf Marketing Plan, Melbourne, FL - *SEO/PPC Assistant Team Leader* **June 2021 - July 2022**

- Assisted management by creating and designing training sessions to ensure the team met quality standards and best practices.
- Created and managed over 20 Google Ads campaigns for new and returning clients on a weekly basis.
- Adjusted title tags, descriptions, and meta for clients' websites to improve rankings on Google and Bing search results.
- Utilized HTML, PHP, and CSS to improve the user experience on the company's and well as client's websites.

Barnes and Noble, Columbus, OH - *Retail Salesman* **November 2018 - March 2020**

- Managed cash register operations including scanning items, processing payments, and returns.
- Assisted students and customers with finding books, textbooks, and apparel available in the store.
- Received and unpacked store merchandise so that they can be put out for display on the store floor

Eaglewood Resort & Spa, Itasca, IL - *Seasonal Banquet Server & Front Desk Clerk* **May 2016 - August 2019**

- Adapted to the needs of management by taking on additional roles and trained new employees in both positions.
- Addressed all customers' needs and ensured their hospitable experience extended throughout the entirety of their stay, including their service in the Banquet Hall.
- Checked in guests by providing room keys and verifying all amenities are properly distributed.

EDUCATION

Ohio State University, Columbus, OH - *Bachelor of Arts in Communications*
DECEMBER 2020

- Certificate in New Media and Communication Technology

Google UX Certification, Online - *Foundations of User Experience (UX)*
JANUARY 2023 - JUNE 2023

ADDITIONAL SKILLS

Coding Languages

- HTML, PHP, CSS, Java, C#, GDScript

Software Knowledge

- Adobe XD, Figma, Microsoft Office (Excel, Word, PowerPoint)