

Kiloh R. Smith

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Visionary professional offering broad-based expertise in Marketing, Advertising and New Business Development. Successful experience stimulating stability and growth through the transmission of vision into reality, mission into action and philosophy into practice.

AREAS OF EXPERTISE

***B2B Marketing & B2C Marketing
Direct Marketing & Project Management
Search Engine Optimization & Digital Marketing
Marketing Research & Marketing Analytics***

EDUCATION

Master's Degree: Business Administration - Management Science
State University of New York, Institute of Technology at Utica/Rome

Bachelor's Degree: Double Major - (1) Economics, (2) Business Administration - Marketing
State University of New York, College at New Paltz

PROFESSIONAL EXPERIENCE

Director of Marketing - 6/2014 to Present
Impact Remodeling, Phoenix, Arizona

Conceive, develop, implement and manage marketing & operations initiatives for this Phoenix, Arizona home remodeling company.

Accomplishments

- Implement company's first comprehensive Internet marketing strategy which implemented company presence on social networks, blogs, online press releases and created steady flow of inbound marketing leads that took company from start-up to explosive growth.
- Champion launch of company website. Utilize social networking and press releases to aggregate quality traffic. Research site abandonment rate, click-thru rate (CTR) and conversion rate to dial in search engine optimization (SEO).
- Create company presence on industry networking sites, such as Angie's List & HomeAdvisor, resulting in constant stream of incoming leads.
- Tie online lead flow to InfusionSoft CRM and marketing automation system which became company lead nurturing and prospecting solution.
- Create Market Recovery Department which focused on boarding otherwise lost sales opportunities. Department accounts for 25% of Net Company Business.

Marketing Consultant - 6/2014 - Present

Various Clients, Phoenix, Arizona

Conceive, develop, implement and manage marketing initiatives for various clients.

- See examples of work by going to Candidate's [Portfolio](#) page. Hardcopy resume visit: www.kilohsmith.com

President - 6/2007 to 6/2014

Southwest Marketing Technology, Phoenix, Arizona

Start direct marketing and SEO consulting firm. Responsible for company product line, vision, direction, sale of high value SEO solutions and management of day to day operations.

Accomplishments

- Create company flagship SEO & social networking marketing services to expand and increase client's market reach and Google ranking.
 - Increase company sales from startup to in excess of fifty thousand dollars weekly within three months.
 - Hire, train and manage staff of Optimized Web Content Writers who added relevant content to client's marketing initiatives remotely.
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PUBLISHED MATERIALS

- View selected published materials by going to Candidate's [Published Materials](#) page. Hardcopy resume visit: www.kilohsmith.com.
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COMMUNITY INVOLVEMENT

Board of Directors - 09/2005 to Current

Deer Valley Estates Homeowners Association

Sit on Board of Directors of Deer Valley Estates Homeowners Association

- Re-elected to Board by community members, of over one hundred homes, seven times.
- Conceive, develop and present to fellow Board Members community gate and street parking initiatives that greatly reduced community gate damage and overnight on-street parking.