

## CONTACT

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# Kyle W. Null

Expertise in Digital Marketing, Informatics, Education, Content Creation, Graphic Design, and Mentorship.

## PROFESSIONAL PROFILE

I've been helping small businesses, nonprofits, and Montessori programs creatively solve their problems for the last 25 years. For the last 7 years I've ran my own consultancy & marketing agency. Currently, I'm looking to pivot the wide range of experiences, creative talents, & passions I have into a fulfilling full time position that has opportunities for growth and upward mobility.

## EDUCATION

Bachelor of Science in Informatics  
Indiana University of Bloomington

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe InDesign  
Microsoft Office Suite  
Graphic Design  
WordPress & Divi Web Developer  
Content Creation  
Photography & Videography  
Video Editing  
Google Analytics  
Google Ads  
Social Media Platform Ads  
Content Relationship Systems  
Newsletter Applications  
SEO & SEM  
Live Streaming Production  
Audio Editing, Recording, & Mixing

## PROFESSIONAL EXPERIENCE

**Nullen Digital Marketing**  
Owner  
Jan. 2016 - Present  
*Loveland, OH*

Provided affordable professional services to over a hundred companies by creatively solving problems through digital marketing services & support, web design, graphic design, content creation, & consulting services.

### HIGHLIGHTS

- Implemented marketing & fund development strategies that helped HCV break over \$1million in donations a 334% increase versus the previous year.
- Helped companies create authentic content that showcased their company & most passionate people.
- Created thousands of creative digital assets for social media, print & digital ads, videos, websites, brand assets, phone apps, newsletters, and printed collateral.
- Created lasting websites, branding, and advertising for small local businesses and nonprofits that they're proud to showcase.

**Montessori Live**  
IT & Marketing Consultant  
May 2016 - Present  
*Remote*

Led organizational growth in all areas by implementing new marketing, fund development, web development, branding, business strategies, and IT solutions.

### HIGHLIGHTS

- Redesigned the company's logo and implemented master branding guidelines that were brought into the website redesign, e-learning environment, documents, diplomas, & training materials to revitalize marketing efforts.
- Executed a massive change by migrating 1,300+ video library from Ensemble to YouTube saving MLive over \$10k per year.
- Built a social media following from scratch: Facebook has over 1,400 followers, YouTube has over 6,200 subscribers, and newsletter with over 1,000+ subscribers.
- Redesigned, supported, & maintained MLive's LMS.

**Marketing Director (Contract)**  
Insight Retail Software  
June 2021 - Jan. 2022  
*Remote*

A short term contract done to elevate the company's marketing with the objective to gain new partnerships & sell secondary brand assets. By building new sales funnels, generating leads, and revamping the online presence via rebranding & website redesign.

### HIGHLIGHTS

- Completely rebranded the company with a new logo, sub-logos, master branding guidelines, fonts, and colors.
- Created a go to market subscription business strategy that the company continues to use.
- Designed over 500 assets for the newly developed phone app Handy (iOS and Android) in coordination with the development team.
- Played a major role in landing an Altria partnership by creating and implementing a rPosIO Tobacco Pricer brand, campaign, PPC advertisements, and educational content for Altria Sales Staff.

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## PERSONALITY STRENGTHS

- Helping people achieve their full potential •
- Creative brainstorming & revision •
- Teaching to the individual •
- Creative problem solving •
- Immediately applying new learning •
- Sincerity & thoughtfulness •
- Loyalty •

## HOBBIES & INTERESTS

- Writing & recording music •
- Reading 52 Books in 52 weeks •
- Building a casual video game community •
- Golf, Tennis, and Esports •

## NULLEN CLIENTS

- eXp Realty
- Galaxy Labs LLC
- Denali Talent
- Barnaby's Pizza South Bend
- Render Meat & Potatoes
- Fello Cannabis
- Insight Retail Software
- Holy Cross Village at Notre Dame
- Montessori Live Training Programs
- Montessori Academy Edison Lakes
- The Giving Voice Foundation
- One Stop Liquors & Tobacco
- Potere Life Coaching
- Ottaramen
- The Prized Pig
- v20 Recruiting & Consulting
- Genesis Laser Designs
- Bullying Redirect
- Quaker Ridge HOA
- South Bend Montessori High School
- Interwize Consulting

## PROFESSIONAL EXPERIENCE (CONTINUED)

Holy Cross Village at Notre Dame  
Digital Marketing & ITC Consultant  
Aug. 2017 - March 2021  
*South Bend, IN*

Provided leadership, guidance, services, support, and education to the Executive Leadership Team on Marketing, SEO, Branding, Web Development, Technology Implementation, Content Creation, & Live Streaming.

### HIGHLIGHTS

- Led the rebranding & web design efforts in collaboration with The Brothers and a leadership team of 10 executives.
- Implemented marketing & fund development strategies that helped HCV break over \$1 million in donations a 334% increase for 3 years straight.
- Created thousands of pieces of content, video interviews, collateral, print & digital advertisements, and templates for the marketing team.
- Developed the #LifeChampion YouTube series where HCV residents were interviewed about their life. One of the videos was later used by a resident's family during their funeral.
- Played a pivotal role in breaking down silos between departments.

Montessori Academy Edison Lakes  
IT Director & Informatics Teacher  
Aug. 2013 - June 2016  
*Mishawaka, IN*

Created and implemented a first of its kind Montessori Informatics curriculum and open concept computer lab in a school with an anti-technology culture that led to inspiring hundreds of thousands in monetary & tech donations from community members & local businesses.

### HIGHLIGHTS

- Managed & maintained all technology throughout the school's campus, including all large projects (ex: Wi-fi & Server Installation).
- Cultivated trust and strong relationships with lead & assistant teachers to make technology integration possible & smooth.
- Worked with teachers individually to show them how technology can be introduced to subject matter without losing the Montessori Method.
- Provided individualized IT support & training to the entire Montessori community of over 350 students, their parents, staff, and faculty via an open lab concept for 3 years.
- Raised and inspired over \$250k worth of tech donations.
- Taught & mentored hundreds of students that still reach out to this day.
- Built & ran Esports, Music Production, and Guitar after school programs.

Boys & Girls Club of South Bend  
Teacher & IT Consultant (Volunteer)  
Aug. 2013 - June 2016  
*South Bend, IN*

Implemented and taught two new after school programs on web development, programming, and music production to foster students and assisted in the purchasing decisions in their newly created computer lab.

## REFERENCES

### Bill Quig

CFO

Holy Cross Village at Notre Dame

(574) 286-2373

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### Krista Powers

CEO, Author, & Coach

Potere Coaching

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### Jenifer Baehr

Program Director

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### Ryan Gillespie

Founder

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