

# Kyle Clouthier

49 Crossfield Ridge, Middle Sackville, Nova Scotia

c: 613-633-2573 e: [kyle@kyleclouthier.ca](mailto:kyle@kyleclouthier.ca)



## profile

View my profile on [LinkedIn](#)

**Results-focused marketing manager with a thorough understanding of social media, content marketing, customer engagement, and community building strategies.**

### **Open to Full Time Positions or Contract Based Proposal Work**

Proven ability to drive sales gains and increase brand awareness. Results include:

- **6 years of digital marketing experience through various entrepreneurial businesses I have founded.**
- **Generated \$1.2 Million + in sales to date through 2 established Social Marketing and SEO agencies I created. This included various affiliate marketing websites that I have ranked with SEO over the years.**
- **Educating myself on the latest trends in digital marketing through various mastermind and elite training memberships. This ability to re-educate my staff every so often and switch gears ensures results for anyone I work for.**
- **Created a solid staff of highly skilled digital professionals that I have trained to do various SEO, Social Marketing, and Website Design tasks perfectly to create results for my clients.**
- **Drove a 1200% increase in web traffic for one client through targeted digital campaigns.**
- **Boosted lead generation for recent client by 575%, primarily through social media.**
- **Achieved multiple number 1 positions in Google for high ROI keywords for my personal and client's websites.**

"You've been an amazing help" ... "You've built a wonderful team that is a true credit to you"  
... "A large part of this year's sales gain is due to the work you and your team have done"  
... "You've had a stellar year! Well done." – James Andrews, *Web Business Reviews*

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## skills

- Digital Marketing Strategy
- Lead Generation
- Web Analytics
- Client Retention
- Social Media Marketing
- Emerging Technologies
- Budgeting & Planning
- SEO
- PPC Strategy
- Brand Building
- Content Creation
- Process Reengineering

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## professional experience

DIGITALMAX INC, 15 Fitzgerald Street, Ottawa, ON [SEO and SMM companies] 2012 to present  
**CEO**

Parent company of Realtorsocialmarketing.ca and Buyrealsocial.com. Formerly Digitalmax.io

Through these websites I have served thousands of clients from across the world achieve amazing results in digital marketing.

*Selected Results:*

- **Increased social media ROI by 275% and digital marketing lead generation by 124%.**
- **Increased over all real estates sales for client by 600% over 1 year through digital marketing.**
- **Grew Facebook 'likes' and boosted Twitter followers into the millions for clients over the years.**
- **Improved Google Adwords ROI by 104% and achieved top organic rankings for key phrases.**
- **Launched first concerted e-mail marketing strategy and grew contact database by 178%.**

*Strategies:*

- The employment of up to 12 internet professionals at any given time to provide my clients with SEO, SMM, SMO, Web Development, Internet Marketing, Web Design, and Graphic Design. This included managing milestones and project time constraints. Hiring, firing, and quality control.
- Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks
- Conducted online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, advanced on and off page SEO tactics, and viral marketing campaigns on social media web sites.
- Revamped PPC advertising and removed under-performing or costly ads, resulting in an immediate performance improvement. Conducted A/B tests to optimize all ads.
- Audited content to identify SEO/traffic generation opportunities and then led the team of my freelance writers to create high-impact "cornerstone" content.
- Personally, talking over the phone with clients and establishing professional relationships to ensure customer satisfaction and repeat business.
- Focusing on developing new digital marketing strategies, replacing overt sales pitches with my eyes on engagement and customer care
- Optimizing web sites exposure by analyzing search engine patterns to direct online placement of keywords or other content.
- Collaborated with other marketing staff to integrate and complement marketing strategies across multiple sales channels.
- Communicate and collaborate with merchants, webmasters, bloggers, or online editors to place sales-oriented hyperlinks in high-traffic locations.
- Conduct financial modeling for online marketing programs or website revenue forecasting.

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COLDWELL BANKER REALTY, Petawawa, ON

2014 to 2016

## Licensed Realtor

Versatile, results-oriented, real estate sales professional with successful experience in residential real estate and real estate investing. Demonstrated customer service excellence, business acumen, and strategic planning ability. Possess a collaborative approach in leadership with the aptitude to foster a team-oriented environment while imparting knowledge to others on how to increase productivity. Utilize diverse property sales tactics, including qualification, persuasion, strategy, proposal, and closing. Armed with solid communication and interpersonal skills to establish and maintain rapport with clients and colleagues.

### Results:

- **Successfully assisted multiple client with their real estate transactions.**
- **Assisted real estate investors with the purchase of high income low cost opportunities.**
- **Created digital marketing systems unseen in this area to sell homes faster and for more money.**

### Strategies:

- Provide legal, economic and market advice to prospective clients
- Hold open house inspections, instructing clients on best practices for selling success and liaising between renters/owners and prospective buyers for property inspections
- Maintaining and liaising with clients, building relationships with clients to encourage returning business
- Coordinate property closings and overseeing document signing

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## professional experience (continued)

ApexVision, Petawawa, ON [*aerial photography*]

2013 to 2015

### Owner/Founder

I turned my hobby as a drone enthusiast into an aerial photography company. Local realtors and event organizers were my main clients. Provided video editing service for drone footage. Dealt with Transport Canada regarding various permits needed. This was a fun little side business but had to quit because of my expanding digital marketing business.

Winter/Summer Solutions, Petawawa, ON [*property maintenance company*]

2008 to 2013

### Owner/Founder

I have built this company from scratch and grown it to become the largest property maintenance company in the Renfrew County area before selling it in 2013 for an offer I could not refuse. With a staff of 12 and 5 crews working full time I managed everything from sales, marketing, staff management, accounting, billing, machine maintenance, and everything else needed to be done as an entrepreneur running a well-oiled business of this kind. It is still running to this day <http://www.wintersummersolutions.ca/>

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## education

Licensed Realtor, OREA College, Ottawa, ON, 2014

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## *Technical Summary:*

- I like to approach challenges or projects with a reverse engineering outlook and start with high level outlook first than work my way back to the low level. This opens my creativity and resolves many issues.
- Developed my own branded social media management software for Realtors
- Deep knowledge of social media marketing practices. Deep knowledge of SEO, Google, Local SEO, PPC.
- HTML, Ecommerce, and WordPress Skills

*Interests:* Boating, reading, camping, internet marketing, self-improvement, family, high technology drones, cryptocurrency and living life to its fullest.

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## **closing statement**

As you might have noticed by my resume thus far is that I seem to be too busy to think of taking on employment or contract-based work. I have built automations within these businesses, so they run with very little effort. The fact is I do have time.

When I take on a new job or project, I am great at finding things within it to motivate me or others. My ability to stay positive, level headed, and solution oriented when the going gets tough is a main skill of mine. Problems are not solved when people are negative or unmotivated. I am confident in myself but not arrogant.

Thank you for taking the time to look over my resume and I look forward to further discussion of how we might mutually benefit each other through utilizing my skill sets.

I also have a personal website <https://kyleclouthier.ca> for you to find out more about me.