

KYLE T. HUMER

Greer, SC 29651

kyle.humer@gmail.com

(262) 225-0305

Summary

Strategic communicator and top-producing sales agent transitioning into Digital Marketing. Highly skilled at identifying customer pain points and crafting persuasive narratives that drive action. Experienced in managing complex workflows across diverse digital marketing applications and optimizing lead conversion funnels. Passionate about combining my sales experience with digital strategy to help brands connect with their target audience.

Projects

- Create Website(s) using WordPress Elementor and Socrates Themes
- SEO Audit Assignment
- Keyword Research Assignment

Skills

- On Site SEO Analysis of sites, checking proper Title and H1 Tags, Meta Descriptions, Content and Keyword Density, Alt Image Text, and Response Codes
- Use of high quality tools such as SEMRush, AHrefs, Google Keyword Planner to do SERP competition research, finding long tail keywords, and brainstorming lateral keywords.
- Built SEO optimized Wordpress Websites using Elementor and Socrates Themes
- Used Analytics to assess visitor data
- Applied Schema Markups to websites for enhanced search results using YoastSEO and RankMath
- Understanding proper onsite and offsite practice such as creating backlinks, guest blogging, social media engagement, site speed, site structure, mobile friendly, and site security to maximize SEO results.

Certifications

- Google Ads Search Certified
- Google Analytics Certified

Work Experience

Logistics Material Handler

I.K.Hofmann USA-BMW Plant Spartanburg – Greer, SC

Jan 21,2025-Present

- Forklift certified
- Reach Lift
- RF scanner

ACA Insurance Broker

Enhance Health- Remote

Oct 7,2024-January 6,2025

- Daily handling of inbound/outbound calls
- Sales/Customer service focused
- Data entry
- Multi-tasking skills
- Health Insurance Licensed in 21 states

Independent Life Insurance Broker-

December 12,2023-June 2023

- Daily handling of outbound/inbound calls
- Computer Skills
- Organizational Skills
- Independently Motivated
- Customer Service
- Bookkeeping

Licensed Sales Professional

Allstate, Brian Reynolds Agency - Remote in SC

September 18, 2023 – December 12,2023

- Daily handling of outbound/inbound calls
- Computer Skills
- Organizational Skills
- Independently Motivated
- Customer Service

Senior Life Insurance Advisor

Insurance Supermarket International - USA Remote

October 6, 2022 – August 21

- Daily handling of constant Inbound/Outbound sales calls
- Life Insurance Licensed – 46 states
- **Winner of a 6 day Top Seller cruise to St. Croix and the Bahamas**

- **Average \$20,000+ in Monthly Annual Premium**

Education

**Property/Casualty Licensed.
Life/Health/Accident Licensed
Insurance Adjuster Licensed
2024/2025 FFM Certification**

**Associate Degree: Metal Fabrication/Welding –Advanced
Waukesha County Technical College- Pewaukee, WI**

General Skills

- Communication
- Organization
- Computer Skills
- Multi-Tasking
- Problem Solving
- Customer Service
- Critical Thinking
- Active Listening
- Time Management