

Kyle T Humer

Greer, SC 29651

(262)225-0305

<https://kylehumer.com>

<https://www.linkedin.com/in/kyle-humer/>

SEO Specialist | Digital Marketing Specialist

Technical SEO | SEO Strategy | Google Analytics | Google Ads | WordPress

Professional Summary

Results-driven Digital Marketing Specialist with hands-on experience executing technical SEO, on-page optimization, content strategy, and website improvements through professional training, client projects, and an SEO internship. Skilled in conducting SEO audits, keyword research, optimizing title tags, meta descriptions, header structure, internal linking, schema implementation, and performance analysis using Google Analytics 4, Google Search Console, Screaming Frog, WordPress, Elementor, and Rank Math. Experienced collaborating with clients to improve website visibility and user experience while translating data into actionable recommendations. Known for a strong work ethic, analytical problem-solving, and a commitment to continuous learning, with a passion for helping businesses achieve measurable organic growth.

Core Competencies

- Search Engine Optimization
- Technical SEO Audits
- On-Page SEO Optimization
- Keyword Research and Search Intent Analysis
- Competitor Research
- Content Optimization
- Internal Linking Strategy
- Meta Titles and Description
- Header Structure Optimization
- Schema Markup
- Image Optimization
- Site Architecture

- Crawlability and Indexation
- Page Speed and Core Web Vitals
- SEO Reporting
- Google Ads Search Campaigns

Digital Marketing

- Google Ads Search Campaigns
- Google Analytics 4
- Google Search Console
- Lead Generation
- Conversion-Focused Marketing
- Email Marketing
- Landing Page Optimization
- Performance Analysis

Platforms and Tools

- WordPress
- Shopify
- Elementor
- Rank Math SEO
- Yoast SEO
- Screaming Frog
- SEMrush
- Ahrefs
- Google Keyword Planner
- MailChimp
- Microsoft Office Suite
- Google Sheets

Professional Experience

Digital Marketing Apprenticeship (SEO)

Acadium Apprenticeship – Remembrance Key

May 2026 – August 2026

- Assisted with developing SEO strategies designed to improve organic visibility and generate qualified website traffic
- Conduct technical SEO audits using Screaming Frog to identify crawl issues, broken links, missing metadata, redirect opportunities, and indexing concerns.

- Performed keyword research and SERP analysis using Google Keyword Planner, SEMrush, and Ahrefs to identify high-value keyword opportunities.
- Optimized title tags, Meta descriptions, heading hierarchy, image alt text, URL structure, and internal linking.
- Implemented structured data (Schema Markup) using Rank Math to improve search engine understanding and enhance search appearance.
- Monitored website performance through Google Search Console and Analytics to evaluate traffic, indexing, and user engagement.
- Assisted with content optimization by aligning pages with search intent and improving keyword relevance.
- Built and edited WordPress pages using Elementor while maintaining SEO best practices.
- Collaborated with business leadership to recommend improvements based on SEO performance and business goals.

Digital Marketing Projects

- Designed and built a fully optimized WordPress portfolio website showcasing SEO knowledge, technical audits, PPC campaign setup, and digital marketing projects. <https://kylehumer.com>
- Designed and built a WordPress website featuring a lead generation strategy using Mailchimp autoresponder, integrated a Shopify storefront, and implemented on-page SEO best practices to improve search visibility and user experience. <https://picsandtricks.com/>
- Configured Google Search Console, Google Analytics, XML sitemaps, robots.txt, and Rank Math SEO
- Optimized page titles, Meta descriptions, heading hierarchy, image optimization, structured data, and internal linking.
- Improved website performance using PageSpeed Insights recommendations and SEO best practices.

SEO Audit Case Study

- Performed a comprehensive technical SEO audit for a local business website.
- Identified crawl errors, metadata issues, duplicate content, internal linking opportunities, page speed improvements, and content optimization recommendations.
- Prioritized SEO recommendations and implementation difficulty.

Google Ads Campaign

- Created and managed a Google Ads Search campaign using keyword match types, negative keywords, ad groups, conversion-focused ad copy, and campaign optimization techniques.
- Monitored campaign performance

Professional Experience

Logistics Material Handler

I.K. Hofmann USA – BMW Manufacturing
January 2025-Present

- Maintain accuracy and efficiency in a fast-paced manufacturing environment.
- Demonstrate strong organization, attention to detail, and safety compliance while operating heavy industrial machinery.
- Utilize RF scanners, radios, and inventory systems to support production operations.

ACA Insurance Broker

Enhance Health (Remote)
October 2024-January 2025

- Assist customers in evaluating health insurance options while ensuring compliance with federal regulations.
- Manage high-volume inbound and outbound communications while maintaining exceptional customer service.
- Maintained Health Insurance Licenses across 21 states.

Independent Life Insurance Broker

December 2023-June 2024

- Generated new business through consultative sales and relationship management.
- Identified customer needs and recommended customized insurance solutions.
- Managed client relationships while operating an independent business.

Licensed Sales Professional

Allstate – Brian Reynolds

September 2023-December 2023