Kyle T Humer

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SEO Specialist | Digital Marketing Specialist

Technical SEO | SEO Strategy | GEO/AEO | Google Analytics | Google Ads |WordPress

Professional Summary

Digital marketing professional with hands-on SEO experience through client work, an Acadium apprenticeship, and personal projects. I have experience rebuilding and optimizing WordPress websites, conducting SEO audits and competitor research, and developing keyword-focused content. I use Google Search Console and Google Analytics to track organic search performance and identify areas for improvement. My background in sales and insurance has also given me strong communication, problem-solving, and customer service skills.

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

Professional Experience

Real Tech Wildlife LLC

August 13, 2026 – Present

- **Completely rebuilt and optimized the RealTech Wildlife website in WordPress, improving its structure, content, navigation, and SEO foundations.**
- **Conducted a comprehensive SEO audit and competitor analysis to identify technical, on-page, content, and local SEO opportunities, then implemented recommended improvements.**

- **Set up and configured Google Search Console and Google Analytics 4 to establish performance tracking and monitor organic search traffic, queries, impressions, clicks, CTR, and rankings.**
- **Performed keyword research and implemented location-focused, search-intent-driven content targeting wildlife removal services and relevant searches in the Greenville/Spartanburg and surrounding Upstate SC market.**
- **Optimized on-page SEO elements including page titles, meta descriptions, headings, internal linking, and service-area content based on keyword and competitor research.**
- **Monitored organic search performance and adjusted content based on Google Search Console data, with the site showing growth in impressions, clicks, and average search position during the project.**

Digital Marketing Apprentice (SEO)

Acadium Apprenticeship – Remembrance Key
May 2026 – August 2026

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

SEO portfolio Website

https://kylehumer.com

- **Designed and built a fully optimized WordPress portfolio website showcasing SEO knowledge, technical audits, PPC campaign setup, and digital marketing projects.**
- **Showcased a Case Study for Real Tech to show actually growth and improved impressions, clicks, and average positioning.**
- **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 accurancy 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 Licesnes 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

- **Develop new business opportunities through outbound prospecting and customer relationship management.**
- **Educated customers on insurance products while consistently providing professional service.**

Senior Life Insurance Advisor

Insurance Supermarket International
October 2022-August 2023

- **Generated more than $20,000 in monthly annual premium through consultative sales.**
- **Earned a top sales performer incentive trip based on production results.**
- **Managed a high volume of inbound and outbound sales opportunities while maintaining exceptional customer satisfaction.**

Certifications

- **Google Ads Search Certification**
- **Google Analytics Certification (GA4)**
- **AEO Fundamentals Certification**
- **Acadium Digital Marketing Apprenticeship Completion**
- **Property & Casualty Insurance License**
- **Life, Health, & Accident Insurance License**
- **Insurance Adjuster License**
- **2024/2025 Federally Facilitated Marketplace (FFM) Certification**

Education

Associates of Applied Science

Advanced Welding & Metal Fabrication
Waukesha County Technical College
Pewaukee, WI

Portfolio

https://kylehumer.com