

Kennedy Kylander

kennedykylander@gmail.com

(513) 283 7413

Portfolio: KennedyKylander.com

4126 Circlewood Dr. Erlanger, KY 41018

Experienced team leader transitioning from digital marketing to sustainable horticulture, currently pursuing dual Associate degrees with a 4.0 GPA. Bringing 9 years of project management and client relationship experience to build a new career in horticulture. Seeking opportunities to apply my organizational leadership skills and passion for sustainability to contribute to innovative horticultural projects.

EXPERIENCE

WERBRICH'S LANDSCAPING

Cincinnati, OH / 01/2025 - Present Day

SEO consultant / Copywriter - CO-OP

- Collaborate with existing marketing team to develop and implement comprehensive organic traffic growth strategy
- Conducted thorough website audit identifying SEO optimization opportunities and content gaps across all pages
- Created strategic content calendar and keyword targeting plan to improve search rankings
- Developed internal linking structure and content optimization guidelines to maximize SEO performance
- Produced SEO-optimized content while maintaining brand voice and industry expertise

HELIUM SEO

Cincinnati, OH / 09/2021 - Present Day

Managing Editor

- Developed the team from the ground up - including all processes.
- Coached a team of 7+ writers, interns, and editors.
- Managed all web content 75+ clients and over 600,000 in monthly recurring revenue.
- Edited copy across all verticals/industries (B2B, SaaS, healthcare, software security, finance, law, retail, and more).
- Maintained writing workload of 15 articles per week.
- Spearheaded the integration of AI into our process.
- Balanced AI and human-lead writing to increase team efficiency by 326% in 2023.
- Improved organic traffic on hctravelnursing.com with strategic SEO content, internal linking, and backlinking by 329% in 2023.
- Assisted the development of our in-house content management/content generation tool, Noble.

KYLANDER CONTENT

Cincinnati, OH / Full Time 04/2019 - 09/2021 / Part time 09/2021 - Present Day

Content Manager / SEO consultant

- Specialize in SEO content strategy and content creation
- Content types: SEO informational blog content, white papers, eBooks, landing pages, email, social media, and more across a dozen industries.
- Managed relationships to form long-term partnerships with clients.
- Maintained a workload of 25+ projects per week.

CONV3RTED MARKETING

Florence, KY / 02/2015 - 08/2019

Content Manager

- Learned the foundation skills I needed to work in digital marketing and SEO.
- Created content for social media (LinkedIn, Facebook, Twitter), blogs, web pages, product pages, white papers, eBooks, etc.
- Worked directly with the CEO to execute content strategy for clients.

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EDUCATION

Cincinnati State Technical & Community College

Cincinnati, OH / *In Progress* / Anticipated Graduation: 2026
Current GPA: 4.0

Associate of Business in Sustainable Horticulture
Associate of Business in Landscape Horticulture

Northern Kentucky University

Highland Heights, KY / 2018
3.8 GPA

Bachelors of Social Work

- Member of the Social Work Honors Society
- Minor in Education

CERTIFICATIONS:

HubSpot Academy

- **SEO Certified** - 2024
- **SEO II Certified** - 2024

Cincinnati State:

- **Landscape Design Certificate** - *in progress*
- **Landscape Technician Certificate** - *in progress*

SOFTWARE:

- Ahrefs
- Wordpress
- Google Suite
- Microsoft Office
- SEMRush
- SEO Surfer
- SEO Minion
- Slack
- Asana/Clickup

SKILLS:

- Content Management Systems
- AI Content Tools
- Technical SEO
- Keyword Research
- Content Strategy
- Editorial Management
- Team Leadership
- Project Management
- Client Relationship Management

PERSONAL:

While I'm passionate about my work, I spend my free time experimenting in my home garden, exploring nature through camping, and learning about plants. When not studying or working, I'm caring for my three pets - Lily, Pippin, and Maple