

Kennedy Kylander
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Portfolio: KennedyKylander.com

Strategic content leader with 8+ years driving high-impact, AI/human-blended initiatives. Proven expertise in leading cross-functional teams, optimizing processes, and leveraging data insights for measurable results. Skilled at aligning content strategies with business objectives to propel revenue growth and brand equity across diverse industries including healthcare, SaaS, and finance.

EXPERIENCE

HELIUM SEO

Managing Editor

Cincinnati, OH
09/2021 - Present Day

- Developed the team from the ground up - including all processes.
- Coached a team of 5+ 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).
- Helped my team create over 5000 pieces of content
- 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

Content Manager/Writer/Editor

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

- Specialize in SEO blog content, white papers, eBooks, landing pages, Google/social ads, 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

Content Manager

Florence, KY
02/2015 - 04/2019

- 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.

EDUCATION

Northern Kentucky University

Bachelors of Social Work 3.8 GPA

Highland Heights, KY
2014-2018

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

SKILLS AND PERSONAL

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

While I'm passionate about SEO and marketing, my hobbies and interests include gardening, camping, watching movies, and caring for my wonderful pets Lily, Pippin, and Maple!