

# KYLE WERLY

DIGITAL MARKETING & TRAVEL INDUSTRY PROFESSIONAL

231.409.5130 | kylewerly@gmail.com | Traverse City, MI

## EDUCATION

### FULL SAIL UNIVERSITY

- Business & Digital Marketing Certificate

### NORTHWESTERN MICHIGAN COLLEGE

- A.A., General Studies
- Digital Marketing Certificate

## PROFILE SUMMARY

Social media strategist and travel advisor with 5+ years of experience creating engaging digital content, growing online communities, and guiding clients through seamless travel planning experiences. Combines creativity with analytics to optimize performance, streamline workflows, and deliver content that builds trust, drives engagement, and converts followers into loyal clients.

## CERTIFICATIONS

- Adaptive Project Leadership
  - LinkedIn Learning
- Introduction to Data Analytics
  - IBM
- Microsoft Office Specialist
  - Microsoft
- Fundamentals of Digital Marketing
  - Google Digital Garage
- Market Research Foundations
  - LinkedIn Learning

## WORK EXPERIENCE

### Oryana Community Co-Op

2021 - PRESENT

Flow of Goods and Information Assistant

- Analyze sales and inventory data using advanced Excel functions and internal reporting tools to identify trends, optimize pricing, and support business decisions.
- Develop detailed reports, dashboards, and data visualizations to communicate key metrics, improve operational efficiency, and drive strategic planning.

### Academy Travel

2024 - PRESENT

Independent Travel Consultant

- Provided personalized vacation planning, securing repeat clients through exceptional service, itinerary customization, and expert destination knowledge.
- Developed and executed digital marketing strategies, including social media, SEO, and email marketing, to increase visibility and generate client leads.

### Business Insider

2023 - 2024

Freelance Writer

- Researched, wrote, and edited high-quality content under tight deadlines, ensuring accuracy, clarity, and audience engagement.
- Developed compelling articles aligned with editorial guidelines, crafting well-researched and authentic storytelling to inform and captivate readers.

## SKILLS

- Google Suite
- iPhone Photo & Videography
- Customer Relationship Management
- Canva
- Social Media Marketing
- Web Analytics
- Web Design & Management
- Generative AI Tools
- Microsoft Office