



Kyle W. Null

Creative Problem Solver & Educator

Expertise in Informatics, Marketing, Consulting, & Design.

PROFESSIONAL PROFILE

I've been helping small businesses, nonprofits, and Montessori programs creatively solve their problems for the last 25 years. The past 6 years I've ran my own business, *Nullen Marketing & Consulting*. Currently, I'm looking to pivot the wide range of experiences, creative talents, & passions I have into a fulfilling position as a full time remote employee or as a contractor.

CONTACT

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1407 Loveland-Madeira Rd. #12
Loveland, OH



EDUCATION

Bachelor of Science in Informatics
Indiana University of Bloomington

SKILLS

Adobe Creative Suite

Microsoft Office Suite

Graphic Design

WordPress & Divi Web Developer

Content Creation

Photography & Videography

Google Analytics

Google Ads

Social Media Ads

CRMs: Hubspot & Zoho

Newsletter Applications

SEO & SEM

Live Streaming Production

PROFESSIONAL EXPERIENCE

Nullen
Owner & Marketing Consultant
Jan. 2016 - Present
Loveland, OH

Helped over 18 different companies creatively solve their problems through digital marketing services & support, self reliance training, and consulting.

HIGHLIGHTS

- Implemented marketing & fund development strategies that helped HCV break over \$1million in donations a 334% increase versus the prior year.
- Developed product designs and successful go to market strategies in multiple nonprofit, education, and for-profit industries.
- Created thousands of creative digital assets for social media, print ad, video, web, branding, phone apps, newsletters, and collateral.
- Helped small businesses & nonprofits survive the pandemic.

Montessori Live
IT & Marketing Consultant
May 2016 - Present
Remote

Led organizational growth in all areas by implementing new marketing, fund development, web development, branding, business strategies, and IT solutions.

HIGHLIGHTS

- Redesigned the company's logo and implemented master branding guidelines that were brought into the website redesign, e-learning environment, documents, diplomas, & training materials to revitalize marketing efforts.
- Executed a massive change by migrating 1,300+ video library from Ensemble to YouTube saving MLive over \$10k per year.
- Built a social media following from scratch: Facebook has over 1,400 followers, YouTube has over 6,200 subscribers, and newsletter with over 1,000+ subscribers.
- Redesigned, supported, & maintained MLive's LMS.

Marketing Director
Insight Retail Software
June 2021 - Jan. 2022
Remote

A short term Marketing Director contract to quickly elevate the company's marketing, improve sales funnels, complete website redesign, PPC campaigns connected to landing pages, social media, blog, and newsletter to gain critical business partnerships and offload sub-brands.

HIGHLIGHTS

- Completely rebranded the company with a new logo, master branding guidelines, fonts, and colors.
- Created go to market strategies & pricing model for software subscription model and hardware by developing sub-brands.
- Designed over 500 assets for the newly developed phone app Handy (iOS and Android) in coordination with the IT Director.
- Played a major role in landing an Altria partnership by creating and implementing a rPosIO Tobacco Pricer brand, campaign, PPC advertisements, and educational content for Altria Sales Staff.

Kyle W. Null

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STRENGTHS

- Helping people achieve their full potential •
- Creative brainstorming & revision •
- Teaching to the individual •
- Creative problem solving •
- Immediately applying new learning •
- Sincerity & thoughtfulness •
- Understanding taste in artforms •

HOBBIES & INTERESTS

- Writing & recording music •
- Golf •
- #52Books52Weeks •
- Guitar •
- PC video games •
- My australian shepherd named Frank •

NULLEN CLIENTS

- Barnaby's Pizza South Bend
- Render Meat & Potatoes
- Fello Cannabis
- Insight Retail Software
- Holy Cross Village at Notre Dame
- Montessori Live Training Programs
- Montessori Academy Edison Lakes
- The Giving Voice Foundation
- One Stop Liquors & Tobacco
- Potere Life Coaching
- Ottaramen
- The Prized Pig
- v20 Recruiting & Consulting
- Genesis Laser Designs
- Bullying Redirect
- Quaker Ridge HOA
- South Bend Montessori High School
- Interwize Consulting

PROFESSIONAL EXPERIENCE (CONTINUED)

Holy Cross Village at Notre Dame
Digital Marketing & ITC Consultant
Aug. 2017 - March 2021
South Bend, IN

Provided leadership, guidance, services, support, and education to the Executive Leadership Team on Marketing, SEO, Branding, Web Development, Technology Implementation, Content Creation, & Live Streaming.

HIGHLIGHTS

- Led the rebranding efforts in collaboration with The Brothers and a leadership team of 10 executives.
- Implemented marketing & fund development strategies that helped HCV break over \$1million in donations a 334% increase for 3 years straight.
- Created thousands of pieces of content, collateral, print & digital advertisements, and templates for the marketing team.
- Developed the #LifeChampion YouTube series where HCV residents were interviewed about their life. One of the videos was later used by a resident's family during their funeral.
- Played a pivotal role in breaking down silos between departments.

Montessori Academy Edison Lakes
IT Director & Informatics Teacher
Aug. 2013 - June 2016
Mishawaka, IN

Created and implemented a first of it's kind Montessori Informatics curriculum and open concept computer lab in a school with an anti-technology culture that led to inspiring hundreds of thousands in monetary & tech donations from community members & organizations.

HIGHLIGHTS

- Built, managed, & maintained over 100 computers throughout campus.
- Cultivated trust and strong relationships with lead & assistant teachers to make technology intregration possible & smooth.
- Worked with teachers individually to show them how technology can be introduced to subject matter without losing the Montessori Method.
- Provided individualized IT support & training to the entire Montessori community of over 350 students, their parents, staff, and faculty via an open lab concept.
- Raised and inspired over \$250k worth of tech donations.

Boys & Girls Club of South Bend
Teacher & IT Consultant (Volunteer)
Aug. 2013 - June 2016
South Bend, IN

Implemented and taught two new after school programs on web development and music production to foster students and assisted in the purchasing decisions in their newly created computer lab.

REFERENCES

Bill Quig

CFO

Holy Cross Village at Notre Dame

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Krista Powers

CEO, Author, & Coach

Potere Coaching

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Montessori Live

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