



Kyle Blasco · 3rd

Chief Marketing Officer (CMO) at HotelsByDay, DayAxe
San Francisco, California · 345 connections · [Contact info](#)



HotelsByDay



Western Michigan University

Experience



HotelsByDay

2 yrs 2 mos



Chief Marketing Officer (CMO)

Full-time

Jun 2019 – Present · 9 mos

- * Ensure that branding and messaging wholly reflect company identity and mission.
- * Manage paid advertising, as well as previous SEO and editorial duties, while overseeing email marketing and social.
- * Regularly collaborate with CEO, CTO, and rest of the team to launch initiatives, coordinate projects and uncover new opportunities for growth.



SEO Consultant and Editorial Lead

Self-employed

Jan 2018 – May 2019 · 1 yr 5 mos

- * Continuously analyzed desktop and mobile site for user experience improvements and technical fixes.
- * Used various SEO tools — both free and paid — to identify site issues to fix, track progress, and monitor competitor activity. [...see more](#)



Content Lead

AdLift Inc.

May 2015 – Jun 2017 · 2 yrs 2 mos

Burlingame, Calif

- Created and oversaw SEO-focused content strategies for industries ranging from EV charging, cloud ERP software, men's fashion, insurance (commercial business, auto, homeowners, renters), fitness, and video conferencing, among others.
- Interviewed, hired and managed a team of five in-house writers and several part-ti [...see more](#)



Content Strategist/Copywriting Associate

MakerSquare

Oct 2014 – Apr 2015 · 7 mos

- Acted as the pulse of MakerSquare by interviewing students/staff, and communicating their story and journey through the program.
- Implemented content strategies to produce steady stream of blog content with minimal budget and writers. [...see more](#)



Content Developer (Project)

Cognitive Arts

Mar 2014 – Oct 2014 · 8 mos

Evanston, Ill

- Learned and documented information related to various representative-to-member relationship procedures regarding property insurance via several in-depth interviews with

subject matter experts.

- Wrote outlines and scripted dialogue-based scenarios showcasing the proper way ...[see more](#)



Freelance Content Writer/Editor

Taskworld

Jan 2014 – Jul 2014 · 7 mos

Telecommute

- Researched and developed strategies for blog content based on company's offering and target market to gain major traction and product conversions.
- Wrote long-form blog posts on topics such as start-ups, project management, productivity, collaboration, SaaS, and web development, among others. ...[see more](#)

[Show 5 more experiences](#)

Education



Western Michigan University

Bachelor of Arts (B.A.), Journalism & Creative Writing, Graduated

2007 – 2011

Activities and Societies: Sigma Tau Delta International English Honor Society -Achieved through exceptional and consistent academic performance.

Bartlett High School

2003 – 2007

Skills & Endorsements

Facebook · 17

Sonika Thakur and 16 connections have given endorsements for this skill

Blogging · 16



Endorsed by Utkarsh Sahu, who is highly skilled at this

Editing · 13

Sonika Thakur and 12 connections have given endorsements for this skill

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