



**Kyle Blasco** · 3rd

Organic Search at HotelsByDay

San Francisco, California, United States · [Contact info](#)

378 connections



## Experience



### HotelsByDay

4 yrs 1 mo

#### Direct of Organic Search & Content

Jun 2020 – Present · 1 yr 8 mos

#### Chief Marketing Officer (CMO)

Jun 2019 – Jun 2020 · 1 yr 1 mo

- \* 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, cc ...see more

#### 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 managed 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- ...see more



### Content Strategist/Copywriting Associate

MakerSquare

Oct 2014 – Apr 2015 · 7 mos

San Francisco Bay Area

- 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

subject matter experts.

- Wrote outlines and scripted dialogue-based scenarios showcasing the proper wa ...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

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## 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