

Kyle Morris

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PROFESSIONAL SUMMARY

Digital marketing leader with 8+ years of agency experience managing multi-client portfolios, building and leading teams, and serving as a trusted senior contact for founders and stakeholders. Known for bringing structure to fast-moving agencies through clear processes, strong client communication, and cross-channel strategy. Deep background in ecommerce and luxury retail, with a track record of scaling agencies from the inside and keeping clients retained through consistent, measurable results.

PROFESSIONAL EXPERIENCE

Senior Director, Client Services & Growth Marketing

Jun 2026 to Present

Marketing Empire Group | Remote

- Serve as senior leader over client services and growth marketing, managing the agency's top client relationships and owning cross-channel strategy across SEO, PPC, web development, social media, email, SMS, and video and photo production
- Build complete client growth strategies backed by forecasting, performance reporting, and clear planning against business goals
- Lead and manage the full digital marketing team plus account managers, project managers, and design, directing execution across every channel
- Set up automations and internal systems that streamline day-to-day team operations and reporting
- Own hiring across the team, scaling capacity and bringing in specialized talent as the client base grows

Head of Digital Marketing

Nov 2024 to May 2026

ARKTOP | Remote

- Served as the senior strategic lead and primary client contact across a portfolio of 10+ ecommerce and luxury retail accounts, including Original Penguin and Perry Ellis
- Owned cross-channel strategy across SEO, paid media, content, email, and site experience, directing internal teams on execution while managing client relationships directly
- Oversaw an average of \$300K per month in combined client ad spend at the strategic level, with individual clients reaching up to \$1.5M in annual spend at peak
- Led client prioritization conversations, performance reviews, and ongoing planning to keep accounts growing and retention strong
- Oversaw website redesigns and new site builds from kickoff through launch, coordinating designers, developers, and content teams
- Built the agency's SEO and content program from scratch, driving a 118% increase in organic traffic for the agency website within three months
- Refined internal SOPs, ran team check-ins, and supported hiring and onboarding to improve how the agency delivers work at scale

Head of Marketing

Nov 2024 to May 2026

CrownSync AI | Remote

- Led marketing strategy and positioning for an early-stage SaaS platform built for luxury jewelry and watch retailers
- Shaped website copy, product language, and sales materials based on direct retailer feedback from industry events and private beta

Head of Digital Marketing

Oct 2020 to Aug 2024

GemFind Digital Solutions | Remote

- Played a central role in growing the agency from 20 to 80+ jewelry retailer clients over three years by

strengthening retention, building SOPs, implementing reporting and automation systems, and developing the team

- Served as senior point of contact for long-term clients, running account strategy, performance reviews, and ongoing planning across a large portfolio
- Led and mentored a 15-person team across SEO, paid media, content, social, and email
- Oversaw \$300K+ per month in client ad spend, starting hands-on with campaign management before transitioning into full strategic oversight as the team scaled
- Drove a 200% increase in organic traffic across the client portfolio through SEO strategy, content planning, and ongoing site improvements
- Provided UX direction and design feedback on client website builds and redesigns, working closely with designers to improve experience and conversion
- Supported agency growth through webinars, proposals, onboarding calls, and strategic client reviews

Senior SEO Account Manager (Contract)

Aug 2024 to Oct 2024

QCK | Remote

- Brought in to lead SEO strategy for DTC brands including ALOHA, AWE Inspired, and FOCL across 20+ ecommerce sites
- Delivered technical audits, content strategy, and keyword roadmaps as a senior individual contributor

Head of Marketing

Sep 2017 to Oct 2020

Grand Digital Solutions | Costa Mesa, CA

- Ran day-to-day agency operations while managing the sales team, developing proposals, and onboarding clients across home services verticals including HVAC, roofing, and concrete
- Hands-on built and executed SEO and paid media campaigns that increased client leads by 30% and sales by 50%
- Put internal systems and reporting in place to improve delivery consistency and team accountability

CORE SKILLS

Client Management & Strategy: Multi-client portfolio management, senior client relationships, strategic planning, performance reporting, retention

Team Leadership: Team building and mentorship (up to 15), hiring, onboarding, SOP development, cross-functional coordination

Channel Expertise: SEO, content strategy, paid media (Google, Meta, Bing), email and lifecycle marketing, social media, CRO, UX strategy

Tools & Platforms: Google Analytics 4, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Sitebulb, Shopify, Google Ads

EDUCATION & CERTIFICATIONS

Bachelor of Science, Information Science and Arts | Minor in Business Administration

University of Arizona, Tucson, AZ

Certifications: Google Ads Search, Google Analytics IQ, AI-Powered Shopping Ads, Bing Ads Accredited Professional

ADDITIONAL

Built a TikTok channel with 1.5M+ views and 17.4K followers creating educational content on digital marketing, SEO, and agency operations.