

Steven David Kluber

Digital marketing specialist seeks new adventures. Bringing more than a decade of experience in brand development, inbound marketing, and content creation, I'm looking for a logical step forward with a brand who cares about aligning marketing and sales. Let's generate traffic, leads, and sales.

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Professional Experience

Morgan Li, LLC

August 2021-Present

Custom Manufacturer of Fixtures and Furniture

Digital Marketing Specialist

Morgan Li specializes in creating fixtures, furniture, and graphics. Throughout my tenure as a digital marketing specialist with the company, I rebuilt, modernized, and significantly expanded the role. Through social media, content, and optimization, I doubled website traffic, supported sales as the company added \$30 million in revenue, and established the brand as a thought leader.

Content & Inbound Marketing

- Established brand voice and authority through website content, social media, email marketing, and additional outreach.
- Collaborated with sales and support teams to understand the buying process and develop content for each stage of the sales process.
- Played significant role in doubling website traffic and supporting company growth from \$50 million to \$80 million.
- Positioned brand as a thought leader in fixtures, furniture, and graphics. Tailored thought leadership to connect with a wide range of potential clients including cannabis dispensaries, apparel retailers, DTC brands, and big box stores.
- Led inbound marketing initiatives during company's student living push.

Social Media

- Developed and tailored social media calendar for Facebook, LinkedIn, Pinterest, Instagram, and Twitter accounts.
- Curated, drafted, and published content to reinforce company's role as a thought leader, great place to work, community member, and expert.
- Grew social media following by over 60%. Used increased social following and improved content schedule to increase traffic from social by thousands of percent.

Search Engine Optimization, Website Management

- Implemented basic and intermediate search engine optimization tactics to improve search presence and searchability.
- Recommended and managed appropriate WordPress plugins focused on site speed, architecture, and interlinking. Led image and page optimization, including image alt tags, meta descriptions, schema, etc.
- Optimized website pages for web crawlers and humans. Rebuilt every single informative page, landing page, and project page to drive buyer interest and capture leads.
- Managed keyword research for both SEO and PPC, tailoring on-site content to satisfy organic searches and inform future keyword purchasing on Google AdWords.

Brand Outreach, Link Building, Public Relations

- Created press database to facilitate and expand outreach beyond news wires.
- Managed outreach to press outlets, blogs, and more to establish brand and employees as experts.
- Acted as first point of media contact for company throughout warehouse fire and company rebuild. Controlled messaging throughout local & national media scrutiny.

Marketing Technology Oversight

- Oversaw development and deployment of new [morganli.com](https://www.morganli.com) website, setting expectations for leadership team, prioritizing best practices where possible, and ensuring that go-live happened on time.
- Influenced selection, development, implementation, and ongoing use of HubSpot inbound marketing software.
- Collaborated with HubSpot team and web design agency to ensure that integrations between WordPress site and HubSpot were operational.
- Tailored and managed forms, calls-to-action, and automations, improving on-site user experience for prospects, job applicants, and more.

Modern Marketing Partners

November 2013-May 2021

Business-to Business Marketing Agency

Content Marketing Manager, Partner

Your friendly agency creative who developed the content to fuel more than \$2 million in sales. The voice of the cloud ERP industry for the better part of five years. Spent this time positioning resellers, accounting firms, and other B2B brands as experts.

Content Marketing

- Established content marketing practice at agency, pivoting content creation methodology from pushy to educational.
- Developed unique voice, focus, and content strategy for variety of B2B clients in wide range of industries.
- Specialized in creating technical and educational content for long sales cycles, specifically focused on value-added resellers and technology practices at accounting firms.
- Became the go-to content creator for wide range of additional industry players including both startups and publicly traded companies. Industries served include legal technology, electrical PPE, healthcare payments, virtual payments, air pollution control, and more.
- Combined top, middle, and bottom of funnel content to convert visitors to leads and leads to buyers. Content includes blogs, articles, infographics, case studies, whitepapers, and more.
- Implemented content calendar methodology to provide consistency and consistent traffic throughout the buying cycle.
- Built landing pages focused on services, industries served, locations, and more. Recommended optimization to user experience and flow to facilitate lead generation.

Brand Expansion

- Managed internal content initiatives to educate potential clients on the value of modern content marketing and the role that Modern Marketing Partners plays in connecting clients with their buyers.
- Spearheaded Modern Marketing Partners' Controllers Council community, leading strategy, content creation, and delivery for the fastest-growing community of finance professionals.
- Supported executive initiatives to diversify Modern Marketing Partners brand through diversification. Became the voice for agency "sub-brands" focused on branding, social media, construction marketing, and more.

Other

- Participated in variety of branding and rebranding projects including brand naming, tagline work, and communications.
- Managed social media content creation for dozens of clients, expanding following and reach for all involved.

Charles E. Boyk Law Office

Fall 2012

Leading Personal Injury Attorney with Locations and Influence throughout Northwest Ohio

Marketing and Web Content Management Intern

- Drafted original, keyword-rich content to support company in excessively competitive industry.
- Drove traffic, built links, and focused pages to reduce PPC costs.
- Facilitated path from website visitor to lead through interlinking and calls to action.

Toledo Walleye/Toledo Mud Hens

Fall 2012

ECHL Affiliate of Detroit Red Wings

Ticket Sales, Account Management, and Customer Service Intern

- Supported group and season ticket sales account managers. Provided new leads to account representatives, facilitated transactions, and provided information in a timely manner.
- Completed ticket transactions in fast-paced, high-stress environment using TicketWeb ticketing software.

Education

The University of Toledo

December 2012

AACSB Accredited and Top Undergraduate Business Program

Bachelor of Business Administration in Marketing with Minors in Business Law and Sales

Skills, Technologies, Expertise

HubSpot Inbound Marketing & Customer Relationship Management Software, WordPress, Hootsuite, Google Analytics, Google AdWords, HTML, CSS, PR Newswire, Help a Reporter Out, ActiveCampaign, Shopify CMS, Facebook Advertising, LinkedIn Advertising, Canva, Adobe Creative Suite (limited), Microsoft Office—Word, Excel, PowerPoint, Access (limited).

Search Engine Optimization, Local SEO, Social Media, Content Marketing, Press Release Writing & Distribution, Link Building, Copywriting, Brand Development, Metrics-Based Content Marketing, Short-And Long Form Content, Leadership, Customer Relationship Management (CRM), Pay-Per-Click (PPC).