



BRIAN KLEIBER

DIGITAL MARKETER
BIG WAVE INTERNET SURFER
DIRECTOR OF PHOTOGRAPHY

INTRO

Camera nerd and digital marketing renaissance man with a decade of creating data-driven results. SEO, content and creative copywriting.

CONTACT

Burlington, VT
briankleiber.com
kleiber.cargo.site/video
BrianAKleiber@gmail.com

SKILLS

SEARCH ENGINE OPTIMIZATION

CONTENT MARKETING

COPYWRITING

WORDPRESS

VIDEOGRAPHY

PHOTOGRAPHY

SKATEBOARDING

SNOWBOARDING

BREAKFAST SANDWICHES

WORK EXPERIENCE

Digital Marketing & SEO Specialist - FREELANCE

2017 - present

Contract & freelance digital marketing specialist with a knack for creating data-driven results. Specializing in SEO, content marketing and creative copywriting. Contract clients include:

-RELX Technology - Digital Strategist - Global Marketing

-BizShake - Content Marketing

-We Are Growth Hack - Content Marketing

-Sekkei Studio - Content Marketing

Additional freelance clients/projects available on my website.

DP / CAMERA OPERATOR - MOMENTUMTUBE

May 2021 - June 2022

Contract / freelance Director of Photography and Camera Operator focusing on branded-content, music videos and event activations. Clients include: Nike, Jordan, Beats, TMALL, GO\$H Music, TEAM WANG, Corona, 88 Rising and more.

ENPARTICLES - E-Commerce Manager

2015 - 2017

Built two direct-to-consumer eCommerce businesses. Responsible for all business facets, including website/store, content creation, SEO, SEM, SMM, influencer outreach, content marketing and etc.

Developed an outreach plan, identifying key influencers across a variety of verticals. Within three months, net month-to-month revenue increased by over 95%. Organic traffic increased by 120% at the end of our first quarter through link-building and content creation.

DEALER.COM - SEO Analyst

2011 - 2014

Built and maintained SEO campaigns for over 180 clients through evaluating and improving website content, metadata, link building and priority keywords to increase search visibility.

One of three analysts assigned to manage SEO for a Fortune 500 auto group.

EDUCATION

JIAOTONG UNIVERSITY - master's, New Media

September 2018 - May 2020

CHAMPLAIN COLLEGE - Bachelor's of Science, Marketing

September 2007 - May 2011

Social Media Ninja Award - 2011 | Marketing Capstone Mentor - 2013