

1600 W. HIGH ST
JACKSON, MI 49203
[\(517\) 414-2003](tel:(517)414-2003)
mr.kjm1@gmail.com
kyleblog.net



KYLE MAURER

EXPERIENCE

[Paid Memberships Pro, Reading, PA \(Remote\)](#) – Director of Operations

January 2022 – PRESENT

- Facilitated company restructure and designed organizational charts
- Independently manage product, engineering, and support teams
- Develop and author company and departmental SOPs
- Mentor other company managers
- Consult with marketing director to identify staffing needs, determine budgets, and formulate effective product promotional strategies
- Implement all components of the [Entrepreneurial Operating System \(EOS\)](#)
- Institute KPIs company-wide
- Work directly with company founders to strategize and define company priorities
- Facilitate all company and departmental meetings

[Sandhills Development, Hutchinson, KS \(Remote\)](#) – Director of Operations

AUGUST 2019 – December 2021

- Developed and implemented [completely custom compensation strategy and system](#) using data from PayScale, Culpepper, Glassdoor, and others, which resulted in a dramatic increase in employee pay satisfaction (over 90% “satisfied”)
- Continuously analyzed compensation data to ensure pay equity, budget appropriately for team growth, and improve our compensation system
- Designed multiple organizational charts to improve and clarify company structure and hierarchy
- Architected a custom [career progression framework](#) to provide all employees a path to advance their careers within the company
- Managed the entire hiring process which included determining our hiring priorities, creating job descriptions, advertising our opportunities, interviewing hundreds of candidates, and onboarding new hires
- Negotiated strategic partnerships with third party software applications, platforms, and service providers
- Planned and organized all of our remote team’s in-person ([2017](#) & [2019](#)) and [virtual](#) meetups
- Created public company handbook site and authored dozens of SOPs
- Collaborated directly with the Managing Director to refine company vision and develop execution plans

- Developed and managed [an efficient system](#) for ordering and distributing company branded swag to employees and customers
- Earned promotions on average once per year during my 4.5 years with Sandhills Development

Sandhills Development, Hutchinson, KS (Remote) – *Marketing Manager*

APRIL 2017 – AUGUST 2019

- Developed annual marketing strategy and plan for eCommerce product
- Managed all marketing efforts including advertising, sponsorships, email marketing, social media, content marketing, strategic partnerships, webinars, and participation in industry events
- Used tools including Zapier, Mailchimp, Google Analytics, Hotjar, Google Optimize, OptinMonster, GitHub, Jilt, Perfect Audience, Google Data Studio, and more to optimize, monitor, and systematize our marketing efforts (complete list of tools I've used [here](#))

Real Big Marketing, Jackson, MI – *Co-founder / General Manager*

JANUARY 2012 – APRIL 2017

- Oversaw all day to day company operations including employee management, project management, sales, and marketing
- Independently developed hundreds of websites and numerous software products, both free and premium
- Developed custom websites and software using PHP, Javascript, HTML, CSS, and MySQL
- Lead the development of [a profitable product division](#) consisting of dozens of commercial software applications

EDUCATION

Siena Heights University, Adrian, MI – *Bachelor of Business Administration*

FALL 2010 – SPRING 2012

Studied marketing, accounting, human resources, and other general business matters while minoring in computer technologies

EXTRACURRICULAR

Podcasting

The Point After, [pointafter.show](#) – *Co-host*

SUMMER 2021 – PRESENT

Weekly NFL discussions, debate, and predictions

Get Options, [getoptionspodcast.com](#) – *Co-host*

JANUARY 2016 – PRESENT

Weekly news, advice, and industry humor pertaining to web technologies

WP Round Table, [wproundtable.com](#) – *Host*

SUMMER 2014 - SUMMER 2020

Weekly interviews with industry experts, entrepreneurs, and thought leaders

Selling Plugins, sellingplugins.com/podcast – *Co-host*

SPRING 2018 - SPRING 2019

Monthly topical advice for sellers of premium WordPress software

More details about my podcasting experience [here](#)

Event organizing

Jackson Monthly WordPress Meetup, Jackson, MI – *Co-organizer*

JANUARY 2012 - SUMMER 2020

WordCamp Jackson 2019, Jackson, MI – *Lead organizer*

SPRING 2019 - FALL 2019

WordCamp Ann Arbor 2019, Ann Arbor, MI – *Co-organizer*

SPRING 2019 - FALL 2019

WordCamp Jackson 2018, Jackson, MI – *Co-organizer*

SPRING 2018 - FALL 2018

WordCamp Ann Arbor 2017, Ann Arbor, MI – *Lead organizer*

SPRING 2017 - FALL 2017

WordCamp Jackson 2017, Jackson, MI – *Co-organizer*

SPRING 2017 - FALL 2017

WordCamp Ann Arbor 2016, Ann Arbor, MI – *Lead organizer*

SPRING 2016 - FALL 2016

WordCamp Ann Arbor 2015, Ann Arbor, MI – *Co-organizer*

SPRING 2015 - FALL 2015

WordCamp Ann Arbor 2014, Ann Arbor, MI – *Co-organizer*

SPRING 2014 - FALL 2014

Toastmasters

Energizers Toastmasters, Jackson, MI – *President*

JUNE 2020 - JUNE 2021

Energizers Toastmasters, Jackson, MI – *VP of Membership*

JUNE 2018 - JUNE 2019

Energizers Toastmasters, Jackson, MI – *VP of Public Relations*

JUNE 2017 – JUNE 2018

Public speaking highlights

WPMRR Virtual Summit – *Creating Your First Career Progression Framework*

SEPTEMBER 2021

WordCamp Northeast Ohio 2021 – *Brutally honest WordPress career advice*

MAY 2021

WordCamp US 2018 – *Ease of Use Inflation and WordPress*

DECEMBER 2018

WordCamp Jackson 2017 – *Digital Ecommerce For Beginners*

MAY 2017

WordCamp US 2015 – *Contributing to WordPress Meta*

DECEMBER 2015

Testimonials

View complete list of testimonials [here](#)