

tyler SMITH

Experience

Marketing Specialist | Tyler & Society (Sole-Proprietor)

Jan. 2016 - Present Dallas, TX | Nashua, NH | Gilbert, AZ

- Started my own company to address a need for honest and educational ad work
- Understand clients' needs and objectives, work closely with them throughout campaigns, and train them on software and platforms their company uses to foster confidence in managing their presence
- Create pivotal digital marketing collateral and websites for the purpose of increasing client company recognition in desired markets
- Develop messaging to transform brand names, products, and services to establish goals and create lucrative business opportunities for clients

Marketing Director & Business Manager | Reasons to be Cheerful

Aug. 2016 - Dec. 2019 Concord, MA

- Promoted and demonstrated the value of Search Engine Marketing (PPC), Search Engine Optimization (SEO), Social Media, and website solutions to generate awareness in local audience and generate new business partnerships, resulting in a rise to the top 3 rankings for relevant keywords in Google and 20% sales increase
- Designed and promoted new brand including a website in Squarespace, fresh logo, branded products for promotional use, social media graphics, hand lettered menus and signage to increase traffic to the store and social engagement by 30%
- Oversaw workflow, hiring, and logistics for expansion to new locations
- Managed a team of 50 to ensure product consistency, instill friendly customer service, maintain health standards, and innovate new product ideas

Digital Marketing Specialist & Partner | idShout

Feb. 2017 - Feb. 2019 Concord, MA

- Designed websites to appeal to a larger target audience and increase time on site
- Ensured websites are designed to meet SEO standards for Google Analytics

Social Media Manager | Robert Lance Jewelers

Feb. 2015 - June 2015 Lubbock, TX

- Coordinated and conducted photo shoots of jewelry and events to promote the product and emphasize community involvement across social media accounts, resulting in 20% greater reach and brand interaction
- Managed Google AdWords campaign to increase wedding jewelry sales by 10%

Advertising Consultant | COAST Magazine: Russia

Oct. 2013 - Jun. 2015 St. Petersburg, Russia | Paris, France

- Analyzed sales and market trends in coordination with past publications to develop a comprehensive media kit which successfully attracted new investors
- Relocated to Russia to manage multiple small-scale digital art projects for editorial publication and international distribution

Highlights

Marketing Director | One-by-One

- Raised \$15,000 for book production about the stories of Holocaust descendants and their children around the world to meet and heal
- Provided website, design, layout, and photography for final book publication

Tech Advertising | AAF National Student Advertising Competition

- **Strategy Director:** Conducted and interpreted primary research for target market identification and campaign direction to increase app usage for Pizza Hut
- **Tactic and Production Director:** Managed production of print and video for award winning advertisements as well as execution of promotional strategies

Contact

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@tylerandsociety

Education

B.A. in Advertising

August 2011 - May 2015 Texas Tech University

B.A. in Sociology | Minor: Criminology

August 2011 - May 2015 Texas Tech University

Russian Language and Literature

August - December 2013 St. Petersburg Polytechnic

Art History and French Revolutions

June 2014 La Sorbonne

Strengths

Strategy
Digital Marketing
Project Management
Data Analysis
Google AdWords
Adobe Creative Cloud
Microsoft Office Suite
Adaptability
Organization
Communication

Languages

English

Russian

Values

- Growth opportunities both personal and professional
- Ability to cultivate strong relationships with clients and coworkers
- Be a part of a team with a passion for what they do
- Opportunities to question why and face challenges at their roots
- Dependability in myself and team to support and strengthen each other

Accomplishments

Graduated college Magna Cum Laude with Honors

Presented original research at 25th American Psychological Society Convention

Moved to Saint Petersburg, Russia to engage in the culture and learn a new language

Built international network through travel, friendly communication, and willingness to work hard

Memberships

American Advertising Federation

Golden Key Honor Society

Phi Kappa Phi Honor Society