tyler SMITH

Contact

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Experience

Design Partner | idShout

Feb. 2017 - Present — Concord, MA

- Provide a quality digital presence for local resturants and small businesses
- Streamline workflow for converting client websites into a better reflection of their brand beyond what they are capable of independently

Advertising and Store Manager | Reasons to be Cheerful

Aug. 2016 - Present — Concord, MA

- Fostered a 300% increase of revenue and 200% in social interaction so far
- Consistently update the website to an original design which displays flavors in a manner unlike any other local or regional competitor and offers online ordering
- Increase sales by instigating a structural redesign of the store to lift customer attention above the counter, encouraging interaction with promotional materials

Freelancer | Tyler & Society

Jan. 2016 - Present — Dallas, TX | Lowell, MA

- Improve local small businesses with assistance in web and business development, advertising education, and updated photography
- Teach clients how to manage their websites during the design process to offer understanding and increased client comfort with new software

Collections Agent | Neighborhood Garage Door Service

Sept. 2015 - Jan. 2016 — Dallas, TX

- Personally collected over $2 million in lost revenue and assisted in the collection of over $15 million
- Redesigned and managed corporate spreadsheets to analyze national accomplishments and problem areas as well as to maximize workflow for human resources, collections, customer service, and sales departments

Social Media Manager | Robert Lance Jewelers

Feb. - June 2015 — Lubbock, TX

- Coordinated and carried out photoshoots of jewelry and functions to promote the product and community involvement across social media accounts resulting in 20% more reach and brand interaction
- Managed Google AdWords campaign to increase purchases of wedding jewelry

Advertising Consultant | COAST Magazine: Russia

Oct. 2013 - Jun. 2015 — St. Petersburg, Russia

- Analyzed sales and market trends in coordination with past publications to develop a comprehensive media kit which successfully attracted new investors and advertisers
- Helped owners catch up on missed opportunities, working on smaller projects to ensure all client needs were met in a timely manner

Strengths

- Adaptability
- Instruction
- Travel
- Strategy
- Communication
- Organization
- Data Analysis
- Market Segmentation
- Adobe CC

Languages

- English
- Russian

Goal

Put a background in customer service, brand strategy, and market research to use by developing ways to encourage positive, appropriate brand interactions among current consumers and to discover new markets for expansion across foreign and domestic markets. Stand for something.

Accomplishments

- Graduated Magna Cum Laude with Honors
- 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
- Presented original research at 25th American Psychologial Society Convention

Memberships

- American Advertising Federation
- Golden Key Honor Society
- Phi Kappa Phi Honor Society

Activities

Tech Advertising | National Student Advertising Competition

- **Strategy Director:** Conducted and interpreted primary research for target market identification and campaign direction
- **Tactic and Production Director:** Managed production of print and video advertisements as well as execution of promotional strategies

TEDx Texas Tech 2015

- Designed nametags, schedule, and other promotional materials for conference

Education

B.A. in Advertising | B.A. in Sociology

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