






TYLER ROBERTS

CONTACT

-  410-570-8509
-  robertstyler71@gmail.com
-  Annapolis, Maryland
-  <https://www.linkedin.com/in/robertstyler71>
-  <https://trdesigndev.wordpress.com/>

SKILLS

// PROFESSIONAL SKILLS

Sales & Marketing Management
Business Development
Training & Development
Qualitative Analysis
Client Prospecting & Retention
Lead Generation
Google Analytics & AdWords
Digital & Social Media Marketing
Email & Content Marketing
SEO & PPC Management
Social Media Optimization
Digital & Social Media Marketing
Project/Operations Management
Cross-Functional Team Management
Sales Program Design & Implementation
Communication Strategy
Strategic Planning and Development
Account Management
Sales Support & Marketing Development
Contract & Price Negotiation
Client Relationship Building
Strategic Partnership

EDUCATION

TOWSON UNIVERSITY

Bachelor's Degree, Marketing
2015 - 2019

LICENSES & CERTIFICATIONS

INBOUND CERTIFICATION - HUBSPOT
Obtained May 2018

MICROSOFT EXCEL SPECIALIST -
MICROSOFT - Obtained May 2019

GOOGLE ANALYTICS - GOOGLE
Obtained December 2018

GOOGLE ADWORDS - GOOGLE
Obtained December 2018

SUMMARY

A transformational and accomplished marketing director with 8+ years of differentiated career path marked by success in envisioning and executing cutting-edge marketing strategies, capturing new markets, penetrating existing ones, propelling brands to market dominance, and driving substantial business expansion, including leveraging data-driven insights to optimize marketing campaigns, enhance client satisfaction, and drive record-shattering revenue for corporate organizations. Applauded track record of fueling consistent and sustainable data-driven operational growth strategies, driving accelerated customer acquisition, cementing lucrative partnerships to implement digital communication solutions, and ensuring organizations stay ahead of the curve and evolving market dynamics. Renowned revenue growth architect with expertise in establishing, developing, directing, and empowering high-performance multidisciplinary teams to deliver aggressive goal and strategic alliances that increase lead generation and productive business relationships while delivering expert development advice clearly and understandably, complemented with the ability to see the big picture and improve corporate productivity to an unprecedented height.

PROFESSIONAL EXPERIENCE

Homestead Gardens, Inc.

April 2022 - Present

DIGITAL MARKETING MANAGER

- Orchestrated and coordinated impactful digital content marketing strategies across diverse social media platforms (Facebook, Instagram, LinkedIn), supervising Google ad campaigns for brand divisions and locations.
- Assumed responsibility for managing and upkeeping web pages utilizing WordPress, ensuring seamless user experience and up-to-date information.
- Executed marketing communications via compelling email campaigns targeting a substantial audience of over 100,000 individuals.
- Proficiently managed an extensive e-commerce store housing over 5,000 SKUs, fostering seamless online transactions.
- Pioneered the formulation of online marketing campaigns, allocating budgets and crafting visually captivating graphic designs and photography for potent social media and print advertising.
- Crafted engaging, high-quality content for company blog posts, newsletters, and product launches, cultivating customer engagement and brand affinity.
- Achieved exceptional milestones in the inaugural year, with a staggering 1188% surge in page views and a remarkable 482% spike in overall website traffic. Additionally, accomplished a noteworthy 57% reduction in digital advertising expenditure.
- Implemented a strategic approach resulting in a 12% boost in impressions, an astounding 2173% surge in clicks for PPC campaigns, coupled with a 1921% increase in Click Through Rate, and a 97% decrease in Cost per Click, attesting to resource optimization prowess and commitment to outstanding outcomes.

TPC Racing

December 2020 - March 2022

DIRECTOR OF MARKETING

- **Orchestrated digital marketing strategies** on Facebook, Instagram, and LinkedIn, driving brand engagement. Managed WordPress sites for seamless user experiences and updated information.
- **Led online marketing campaigns** including budget management and team collaboration, resulting in impactful graphic designs and photography for social media and print ads.
- **Conducted market research** for B2B and consumer audiences, strategizing product launches and promotions. Created content for blogs, newsletters, and product releases.
- **Liaised between sales and marketing**, ensuring strategic alignment. Developed and organized sales materials, including product specs, presentations, and digital content to support sales efforts.
- **Facilitated promotional planning**, helping sales teams utilize in-house programs for successful promotions. Supported sales by managing inquiries, and ensuring effective communication.
- **Gathered sales feedback** on market responses, product issues, and strategy effectiveness, relaying insights to leadership. Analyzed marketing campaign and sales performance data to identify trends and opportunities.
- **Organized training sessions** on new products and sales techniques, providing ongoing support.
- **Continuously refined sales materials** based on performance insights, ensuring relevance and effectiveness. Aligned sales materials with broader marketing campaigns and collected regular feedback from the sales team for ongoing improvement.

PROFESSIONAL EXPERIENCE

Medieval Times

May 2019 - January 2021

MARKETING SPECIALIST

- Spearheaded end-to-end Digital Marketing operations, orchestrating dynamic campaigns on Facebook and Instagram, showcasing adept strategy formulation and campaign execution.
- Directed comprehensive monitoring and analytical assessment of marketing initiatives spanning email and diverse social media platforms, driving data-informed optimizations.
- Innovatively enhanced visual assets, transforming graphics and photographs for optimal integration across social media and print advertising mediums.
- Pioneered strategic event planning and sponsorship initiatives, overseeing cross-functional teams, including interns, and ensuring seamless execution while actively participating in convention planning, community outreach programs, and volunteer endeavors.

Brightview Senior Living

January 2018 - June 2019

MARKETING ASSISTANT

- Orchestrated digital content strategy, directing Facebook and LinkedIn platforms while overseeing web page creation through Sitecore CMS and executing impactful email marketing campaigns via Hubspot CRM. Tracked campaign performance across social media and email channels.
- Monitored and optimized Google Ads initiatives, yielding superior SEO outcomes. Leveraged Google Analytics to synthesize comprehensive reports, enabling data-driven decision-making.
- Spearheaded strategic market planning, expanding audience reach and engagement. Crafted tailored approaches to captivate new demographics and bolster market presence.
- Transformed visuals using Adobe Photoshop, elevating graphics for dynamic social media and print advertisements. Simultaneously, contributed actively to the company blog and newsletters, enhancing content diversity and relevance.

Office Furniture Connection

June 2012 - August 2017

CUSTOMER SERVICE MANAGER

- Orchestrated on-site customer service operations for multiple Government Agencies, notably USDA and Homeland Security, driving tailored solutions and enhancing client satisfaction.
- Spearheaded the end-to-end process of designing, relocating, installing, and renovating expansive corporate offices, implementing strategic layouts and pioneering space optimization strategies.
- Crafted and executed dynamic online advertising campaigns, overseeing website content enhancement, Google ads management, and social media administration to maximize digital presence.
- Pioneered innovative concepts, consistently aligning customized solutions with customer requirements, resulting in heightened efficiency and effectiveness across diverse projects.