

TYLER GOTTO

New York, NY - 716-799-5316

TylerGotto17@gmail.com

www.TylerGotto.com

“Motivated and self-driven marketing professional, proficient at leading teams to success and being a contributing team member who lays a foundation for overall accomplishments. In depth knowledge of current digital marketing trends, social media platforms and technologies used to increase customer engagement.”

PROFESSIONAL EXPERIENCE

Sønderjyske Hockey, Denmark

DECEMBER 2012 – JUNE 2017

Marketing Consultant / Professional Athlete

- Successfully collaborated with sponsors in creation of digital and textile marketing campaigns leading to a multi-year contract extension and raise in monetary contribution.
- Influenced and led collaboration with community to advance the organization to being the highest sponsored and largest media covered program in the country.
- Analyzed digital marketing content to optimize delivery to niche demographics and exponentially increase social media interaction.
- Regular public speaking experience, advancing organization relations with the public and media.
- Demonstrate willingness to support the team effort, team goals and moral.
- Focused effort, sacrifice and self-motivation toward achieving personal and team goals.
- Ability to communicate and collaborate well with others and orchestrate large groups towards success.

Tri-Can Tire, Calgary, Alberta, Canada

MAY 2009 - SEPTEMBER 2011

Marketing / Sales Associate

- Contributed to branch annual sales growth from 4 million to over 36 million and expansion of product line.
- Attributed to company growth leading to 97.5-million-dollar acquisition.
- Developed strategic marketing plans and orchestrated correlating inventory preparation for company clients.
- Established and maintained client relationships through effective and consistent communication and collaboration. Delivered unsurpassed customer service experience.

Superstore, Calgary, Alberta, Canada

APRIL 2001 - AUGUST 2006

Sports and Leisure Assistant Supervisor

- Facilitated ordering of product, designed product placement and price points.
- Administered department employees time tables, additional pay and relations.
- Oversaw supplier, distributor and customer relations.

EDUCATION

Niagara University, Niagara Falls, NY

MAY 2010

Bachelor of Science in Business Marketing

GPA 3.24/4.00

Flatiron School, New York City, NY

JUNE 2017

Full-stack Web Development

AREAS OF PROFICIENCY

- HTML, CSS, JavaScript, Ruby, SQL, Bootstrap, PHP, Photoshop, InDesign.
- Advanced knowledge in Microsoft Office Suite, social media platforms, email and digital marketing.
- Google Analytics, Twitter Analytics, Facebook Insights.
- Excellent communicator with proven success as a leader and team member.
- Exceptional at problem-solving with in-depth resourcefulness, time management and research skills.
- Self-motivated and detail oriented with great desire to continuously learn and excel at all endeavors.

LEADERSHIP & ACCOLADES

- Captain of 2011-12 Odense Bulldogs, 2008-10 Niagara University Purple Eagles, 2002-03 Calgary Northstars.
- Dean's list (FA. 2008, SP. 2009, FA. 2009).
- College Hockey America (NCAA D-1) All-Academic Team 2009 and 2010.
- Niagara University Coach's Spirit Award, 3 time "Claw" Award Recipient.