

# Tyler Waugh

Harrison, NJ | 785-224-6976

[waughphoto@gmail.com](mailto:waughphoto@gmail.com) | <https://github.com/TylerWaugh01>

## SKILLS & TECHNOLOGY

HTML, CSS, Javascript, Bootstrap, React, React Native, NodeJS, Express, MongoDB

## EDUCATION

### NuCamp Coding Bootcamp—Full Stack Development

Bellevue, Washington  
August 2022

- Certificate in Full Stack Web + Mobile Development
- Certificate in Web Development Fundamentals

### Cornell University

Ithaca, NY  
October 2020

- Certificate in Digital Marketing

### University of Kansas

Lawrence, Kansas  
May 2009

- Bachelor of Science in Journalism

## PROFESSIONAL EXPERIENCE

### Mt. Pleasant Animal Shelter— Media Manager

East Hanover, NJ  
July 2020 – September 2021

- Manage all content creation and marketing efforts, including copywriting, testing, and analyzing data to inform testing or initiate changes.
- Curate and produce media for current channels in order to maximize community engagement.
- Develop relationships with brand and retail partners to increase awareness, adoptions, and donations.

### Rear View Safety—Content Strategist Manager

Brooklyn, NY  
February 2016 – October 2020

- Author, manage, and deliver all content and digital media across all channels.
- Develop brand awareness, strategy, and consistent messaging throughout all platforms. Create targeted funnels and specific content across our various channels.
- Write, implement, and analyze email marketing campaigns.
- Report regularly on follower growth, engagement, individual growth subscriber levels, open/click through, and campaign performance.
- Establish and maintain content standards with consistency while evolving the RVS voice.
- Create content for blog, website, product manuals, and writing for all PR opportunities.