



# Tyler Moore, Product Marketer

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## Who I am

I'm a data-driven marketer with a decade of experience in product marketing, using various tactics including (but not limited to) content marketing, conversion rate optimization, customer development, email marketing, PPC, SEO, and user onboarding.

## What I'm looking for

I'm passionate about working with technology companies. I like hard targets, working with smart, driven people, and making a big impact. I'm especially interested in ongoing customer development, improving user experience, and messaging.

## Things I'm good at

Content strategy, copywriting, CRO, customer development, customer success, digital marketing, email marketing, lifecycle marketing, marketing strategy, PPC, SEM, SEO, user experience

HTML, CSS, Git, JavaScript, Ruby, Rails, Adobe Creative Suite

## Places I've worked

### Marketing Director, App Press (March 2016 - Present)

I'm in charge of marketing efforts for App Press, with a focus on data-driven marketing, quick iteration, and user experience. I work closely with all members of the App Press team, from design to business development, and report directly to the CEO.

- Improved year over year user acquisition 26x
- Doubled year over year site traffic, using SEO, content marketing, and social media marketing
- Worked closely with the sales team to qualify and close warm leads
- Improved user onboarding with automated in-app messaging and emails

### Marketing Consultant (August 2015 - March 2016)

Worked closely with clients to understand their marketing problems, improve positioning based on research and customer feedback, and develop measurable marketing strategies.

- Improved messaging and positioning for a wide variety of clients
- Helped launch multiple new products, planning site content and marketing strategy based on available data
- Developed, implemented, and measured marketing campaigns

### Customer Success and Marketing, Expected Behavior (January 2012 - August 2015)

My focus was on improving recurring revenue for a suite of technical SaaS products. I was in charge of all marketing efforts for the company's suite of technical products. I helped launch multiple SaaS products, ran and optimized PPC campaigns, performed numerous A/B tests to improve conversion rates, implemented content strategy, and was in charge of all customer onboarding.

- Brought multiple SaaS products to market, and improved organic search ranking and conversion rate for a suite of existing SaaS applications
- Improved customer churn through a combination of personal outreach, lifecycle emails, in-app messaging, and user experience improvements

### SEO Consultant, Freelance (January 2008 - January 2012)

I specialized in on and off-site SEO, with an emphasis on content creation, keyword research, link-building, and technical SEO improvement. I planned and delivered content to drive traffic and conversions for years to come.

- Planned and executed content strategy with a focus on producing valuable, evergreen content
- Identified valuable opportunities for link-building, customer outreach and long-term growth

## Education

B.A. in Journalism, Indiana University (2002 - 2006)

## References

Available upon request.