



Tyler Moore, Full Stack Marketer

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Who I am

I'm a full stack marketer focused on measurable growth and user experience. I'm comfortable running marketing campaigns and experiments from the top down - from brainstorming ideas to implementation to measurement and evaluation. I've got a good handle on the basics of digital marketing, and deeper knowledge of SEO, positioning, copywriting, and user experience.

I'm a quick study, and I like building things with quick feedback cycles and continual improvement.

What I'm looking for

I'm data-driven and 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 Consultant (August 2015 - Present)

I've been working closely with clients to develop their marketing strategies, improve messaging based on research and customer feedback, and implement marketing campaigns.

- Focused on messaging and positioning for a wide variety of clients and businesses
- Developed, implemented, and tested go-to market strategy

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 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.

- Improved organic search ranking and conversion rate for a suite of technical 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

Web Content Manager, Zesco (July 2009 - December 2011)

I was a key player in Zesco's website overhaul, writing thousands of search-engine friendly product descriptions, shooting product photos, handling graphic design, and interacting with vendors. I was also in charge of designing advertisements for running Zesco's YouTube channel, email marketing campaigns, sales conventions, and display advertising.

- Worked closely with the marketing team to improve Zesco's position in organic search
- Created and managed a successful YouTube account for Zesco

Education

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

References

Available upon request.