

THOMAS (TOM) ZYER (HE/HIM)

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EDUCATION

2023–2025	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>Master of Business Administration</i> <ul style="list-style-type: none">Major: FinanceSelected: Section Leader, Kellogg Bands President, Pride@Kellogg Prospectives Director, KWEST LeaderMember: Consulting Club, KTech, Entrepreneurship & VC Club, Basketball Club	Evanston, IL
2012–2016	UNIVERSITY OF TENNESSEE <i>Bachelor of Science</i> <ul style="list-style-type: none">Marketing Major, Economics Minor; Mary Lu Bodkin Parks and Robert G Parks Jr. Scholarship in MarketingGlobal Leadership Scholar: Selected as one of 25 students admitted to the Honors program.Internships: OCA Ventures: <i>Venture Capital Intern</i>; Wrigley (a subsidiary of Mars): <i>eCommerce Intern</i>	Knoxville, TN

EXPERIENCE

2024	GOOSE (<i>Series-A Vertical SaaS firm</i>) MBA Intern Strategic Growth Analyst <ul style="list-style-type: none">Developed and implemented the company's first go-to-market strategy, conducting market analysis and prioritizing target segments to launch the Chicago market.Designed and tested client acquisition workflows in HubSpot; optimized performance from conversion data.Developed case studies highlighting client success stories, driving brand credibility and sales enablement.	Chicago, IL
2021–2023	YIK YAK (<i>Series-A Social Media firm</i>) Product Marketing Manager & Operations Leader <ul style="list-style-type: none">Grew user base by 4.9M installs to over 7.2M installs. Grew Daily Active Users (DAU) by 71% YoY to over 650k, and Monthly Active Users (MAU) by 63% to over 1.7M users.Developed and executed company-wide strategy, including the restructuring of the product and engineering teams, doubling the rate of product releases, and enhancing operational efficiency.Evaluated M&A opportunities and executed a strategic merger. Successfully integrated company operations, while enhancing market position and generating significant operational synergies.Directed the planning and launch of critical projects, including the development and release of the Yik Yak Android app, which attained a Top-20 ranking among Social Apps in the Play Store.Created user messaging and re-engagement function, including tool and tracking implementation and impact analysis, generating a 35.1% user reactivation rate.Managed the Development team of 12 software engineers and implemented an agile development process across the organization. Spearheaded sprint planning, development kickoffs, daily standups, releases, etc.Led marketing and growth team, overseeing organic social media channels, paid media campaigns, on-campus activations, and the College Ambassador program of 200+ students.	Remote (Based in Chicago, IL)
2018–2021	PUBLICIS MEDIA National Audio Supervisor <ul style="list-style-type: none">Managed \$150M+ in annual advertising budgets 30+ clients, including T-Mobile, Taco Bell, and Miller-Coors.Directed the onboarding of the agency's largest audio client totaling \$45M in spend across 200+ campaigns.Pioneered digital innovation by introducing new audio planning and analytics tools, including early adoption of podcast and streaming audio formats.Presented strategic recommendations to senior client stakeholders, aligning performance with ROI objectives.	Chicago, IL
2016–2018	CDW Account Manager <ul style="list-style-type: none">Managed higher-education client accounts totaling \$2 million in annual revenue.Drove 27% YoY revenue growth through proactive relationship management and pipeline expansion.Developed consultative, long-term relationships with key decision-makers among top clients.	Chicago, IL

ADDITIONAL DATA

- Community Involvement: Eagle Scout – *Attained 2012*; Navy Pier – *Associate Board Member*; Harmony Community Cares - *Food Pantry Volunteer*; Chicago Gay Men's Chorus – *Singing Member*
- Skills & Certifications: Microsoft Office, Google Analytics, Amplitude, HubSpot, Braze, Maven AI Product Management Certification (*currently enrolled in fall 2025 cohort*)