

# Tyler Russell

Tech Sales Professional  
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## EDUCATION

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**James Madison University (JMU)** Harrisonburg, VA

Anticipated May 2024

Bachelor of Science in Media & Design

GPA: 3.81

**Tidewater Community College (TCC)** Virginia Beach, VA

May 2022

Associate of Science in Business Administration, *Summa Cum Laude*

GPA: 3.88

## WORK EXPERIENCE

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**Mobile/Web Developer Intern** | Virginia Beach Government, VA Beach, VA

May 2023 - August 2023

- Curated user-centered mockups and wireframes to allow for ease of navigation and appealing design
- Implemented accessible design strategies to help those with disabilities; abiding by standards of WCAG 2.1

**Sales Associate** | Detail Garage, VA Beach, VA

February 2022 - January 2023

- Provided customers with a great experience by using product knowledge and industry experience to recommend product, demonstrate correct procedure, and assist with inquiries
- Consistently surpassed an average monthly sales quota of \$48,000 and helped facilitate monthly promotional events

**Inventory Associate** | Carmax, VA Beach, VA

August 2021 - February 2022

- Ensured maximum customer satisfaction by working directly with sales representatives
- Met with customers to address and review cosmetic concerns
- Photographed vehicle inventory for effective advertising and maintained a presentable sales lot
- Developed and maintained professional relationships with import/export clients

## PROFESSIONAL COURSE WORK

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**User Experience Course(s)** | James Madison University

Spring 2023/24

- Professional simulated projects that target design, focused towards ensuring long term engagement, creating an enjoyable experience, and implementing appealing visual design
- Class material focuses on user engagement, design principles, and targeting a specific audience

**Fundamentals of Storytelling** | James Madison University

Spring 2023

- Engaged the audience and generated emotional responses by creating media to tell a story
- Class material focuses on audio/visual media, audience engagement, and intentional emotional response

**Hospitality & Tourism Marketing** | James Madison University

Fall 2022

- Curated and presented an RFP to the Omni Homestead Resort to attract new and returning guests
- Produced a marketing analysis for Sea Island Resort relating to their social media presence and strategies
- Class material focuses on hospitality marketing & establishing relationships with industry professionals

## PROFESSIONAL SKILLS

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Sales • Customer Service • Marketing • Event Logistics • User Experience • Vendor Sourcing