

TYLER TIERNEY

SOFTWARE DEVELOPER

(228) 365-0921

TYTIERNEY@YAHOO.COM

PROFESSIONAL SKILLS

Data analysis
Project management
Web Development
Market research
Multimedia strategy planning
C-Suite networking
Sales strategy

TECH STACK

Git
NPM
Node JS
Javascript/HTML/CSS
React
Next.js

CERTIFICATIONS

HOOTSUITE

- Hootsuite Platform Training

GOOGLE

- Google Adwords

LYNDA

- Advertising on Facebook
- Mobile Marketing: Creating a Strategy
- Premiere Pro Essential Training



[linkedin.com/in/tyler--tierney](https://www.linkedin.com/in/tyler--tierney)



tylertierney.com

PROFILE

Former RevOps manager-turned-software developer seeking UI/UX and frontend development opportunities.

EDUCATION

BACHELOR OF SCIENCE, MEDIA MANAGEMENT

University of Florida | 2015 - 2019

Chi Phi Fraternity

BUSINESS & POLITICS IN THE EUROPEAN UNION

Richmond, The American International University in London | Summer 2017

EXPERIENCE

REVENUE OPERATIONS MANAGER

Avocat Group | Sep 2020 - Aug 2021

- Facilitated the process for CRM data consolidation and integration into new systems (Zoho, Outreach, Zoominfo, Affinity)
- Analyzed and interpreted market data and territory research to deliver top-funnel opportunities to SDRs and AMs
- Created account-based marketing content, email sequences, and targeted email strategies
- Directed contractors on projects related to digital marketing, graphic design, and web development

ACCOUNT EXECUTIVE

First Coast News - Tegna Marketing Solutions | Jan 2020 - Sep 2020

- Identified and developed new local accounts through prospecting, media spend research, campaign ideation, and presentations
- Conveyed value to clients and prospective clients regarding a wide selection of traditional media, sponsorship, digital, and proprietary OTT products
- Built presentations, campaign materials, and programming schedules to increase cost-efficiency and reach/frequency for existing strategies
- Established post-sale reporting methods using existing data analytic structures and metrics

NATIONAL SALES ASSISTANT

First Coast News - Tegna Marketing Solutions | Aug 2019 - Dec 2019

- Collaborated with third-party selling platforms to manage transactional business in broadcast programming
- Networked with core account representatives and agencies to ensure timely and accurate delivery of traffic instructions and creative content
- Facilitated local transition to internal media selling initiatives while maintaining exceptional (top 10% throughout company) delivery of value to core accounts

PREVIOUS EXPERIENCES

SALES INTERN

First Coast News | May 2019 - Aug 2019

- Assisted AEs with prospecting, campaign planning, and client outreach
- Liaised between AEs and Account Managers to ensure completion of campaign materials within established parameters
- Developed prospecting tools and account research methods by incorporating competitive conquering insights

MARKETING & PROMOTIONS INTERN

Heartwood Soundstage | August 2018 - October 2018

- Designed and distributed promotional materials for fall events and festivals

WEB DESIGN INTERN

Cinema Verde Film Festival | Dec 2017 - Feb 2018

- Streamlined website design using Squarespace and Wordpress to connect audience with filmmakers

PRODUCTION ASSISTANT

House Hunters HGTV | August 2018