

# TYLER SAMUELSON

{digital ace, anthropology nerd, & advertising professional}

## PROFESSIONAL EXPERIENCE

### Founder & Paid Media Specialist

Ad Astra Digital

(August 2018 - Present)

- Leveraged my knowledge of paid media to help SMBs grow their business
- Built data-driven, custom-tailored paid media campaigns across multiple platforms
- Managed client campaigns, analyzing results and leveraging data to optimize on a daily basis
- Developed daily prospecting strategies to acquire, onboard, delight, and retain a catalog of clients across a variety of service-based industries

### Account Manager

Room 214

(June 2018 - September 2019)

- Played a hybrid-role where I worked alongside the Creative, Search & Media, Strategic Insights, and Content Marketing departments to produce client-ready work for brands including Charlotte's Web Hemp, HARIBO, Superfeet, and more
- Wrote and designed content supporting external and internal campaigns, including blog posts, social content, and company's monthly "Digital Trend Report"
- Compiled and analyzed data across several social media platforms to build monthly client-facing reports
- Contributed to spills and conceiving meetings to develop creative content and strategies
- Researched consumer insights, target demographics, market and industry trends, and acquisition channels to better inform clients' digital strategies
- Performed numerous social and competitive audits and presented directly to clients

### Marketing Assistant

Kansas State Student Union

(May 2016 - May 2018)

- Managed 20+ digital board advertising accounts, building relationships with clients and overseeing more than \$50,000 worth of ad placements
- Used Facebook Business and Google Trends to compile and analyze consumer insights in order to make strategic media recommendations
- Designed promotional graphics and produced video projects for internal and external use
- Developed dozens of press releases, website blog posts, and newsletters

### Marketing Intern

Kansas State Student Union

(May 2017 - May 2018)

- Implemented Google Analytics in Union website, online forms, and email content | Developed reports tailored to audience insights and strategic initiatives
- Utilized Google Analytics reporting to develop engagement strategies
- Aided in rebranding campaign through content creation, audience engagement, and strategy development and planning
- Performed research in order to better understand our audience and competitors, including focus groups, personal interviews, and quantitative surveys

### Vice President of Recruitment & Philanthropy

Delta Sigma Phi Fraternity

(January 2015 - August 2016)

- Recruited 33 members to the Fraternity by effectively communicating values and educating them on the value of Greek Life
- Consistently spoke in front of 50+ men at weekly chapter meetings, providing updates, establishing goals, and delegating supplemental roles to members
- Raised over \$8,000 for Purple PAWS Animal Shelter through t-shirt and ticket sales
- Planned, scheduled, and oversaw organic and paid social media plans to boost awareness
- Coordinated two, large-scale philanthropy events and organized a team of 145+ males by recognizing and identifying talents to best execute philanthropy ventures and partnerships

### Advocate & Head of Media Relations

RESULTS: The Power to End Poverty

(August 2015 - May 2018)

- Coordinated media creation and publication among 50+ members
- Advised members on technical aspects of writing and best practices to get media published
- Met with members of Congress to discuss global and domestic poverty policy



Tyler  
[tie-lur] | noun

A brainstormer driven by curiosity and a thirst for asking questions. Passionate about the intersection of communications, technology, and culture. Determined to use advertising and anthropology to add good to the world.



Bachelor's Degree in Advertising  
Kansas State University

## CERTIFICATIONS

- Google Analytics
- Google AdWords - Search
- HubSpot Inbound Marketing
- HubSpot Email Marketing
- Moz SEO Essentials

## PROFICIENCIES

Data Analysis	● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ●
Web Design	● ● ● ● ● ●
HTML/CSS/SQL	● ● ● ● ● ●
Microsoft Excel	● ● ● ● ● ●
Wordpress	● ● ● ● ● ●
Social Media	● ● ● ● ● ●

## LET'S CHAT



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