TYLER SAMUELSON

DIGITAL CREATOR | SOFTWARE ENGINEER | PROBLEM SOLVER

ABOUT ME

Curious, solutions-driven software engineer with a passion for finding elegant solutions to out-of-the-ordinary problems. My background in anthropology, digital communications, and consumer psychology provides me with a unique humanistic perspective and makes me a great developer on any team.

EDUCATION

Software Engineering Immersive
General Assembly
2020 - 2021

B.S. - Marketing & Anthropology
Kansas State University
2014 - 2018

PROFICIENCIES

JavaScript ●	OOP ●
React.js ●	GitHub ●
Node.js ●	Data Structures ●
MongoDB ●	Algorithms ●
Express.js ●	Illustrator ●
HTML 5 ●	Photoshop ●
CSS 3 ●	WordPress ●
Bootstrap 4 ●	API Design ●

LET'S CHAT

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PROJECTS

Software Engineering Immersive Program
General Assembly | Denver, CO | 2020 - 2021

500-hour, full-time course where I gained hands-on experience with today's most relevant front-end and back-end technologies, including HTML, CSS, JavaScript, Node.js, Express.js, MongoDB, React.js, Github, and core computer science topics, such as design patterns, algorithms, and data structures.

- LiSTeN aLoNG - Full-stack app built with React that allows remote, synchronous, collaborative listening among friends with Spotify
- The Boys: Supe-R Destruction - Browser-based game built as an homage to the JRPGs of my childhood. Built entirely in Vanilla JS

PROFESSIONAL EXPERIENCE

Web Designer & Paid Media Specialist
Ad Astra Digital | Denver, CO | 2018 - 2021

Freelance web developer and paid media consultant. Leveraged knowledge of the intersections of marketing and web development to help small- & medium-sized businesses grow their audience, their brand, and their business.

- Designed and developed impactful, mobile-responsive websites and digital experiences that elevated brands and enhanced customer experiences.
- Built data-driven PPC campaigns that increased conversion rates, boosted conversion volume, and lowered cost per conversion

Account Manager & Digital Creator
Room 214 | Boulder, CO | 2018 - 2019

Dynamic role where I worked concurrently 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.

- Analyzed data from 25,000+ monthly active users and used outputs to guide marketing and product strategies; increased social engagements by 45%
- Leveraged background in consumer psychology to conduct quantitative and qualitative studies; spearheaded a major targeting methodology restructuring that led to a 20% reduction in client churn

Marketing Associate
Kansas State University | Manhattan, KS | 2016 - 2018

Wore many hats in a marketing department that was both under-staffed and under-funded. Creatively leveraged emerging technologies and platforms to reinvigorate a stagnating website, suite of social media accounts, and engage the 20,000+ students at KSU

- Managed 20+ digital board advertising accounts, building relationships with clients and overseeing more than $50,000 worth of ad placements
- Utilized social media, paid media, and SEO to improve annual traffic to KSU Union website by 120% and increase core social followings by more than 20%