Tyler Zemantic

DIGITAL MEDIA DESIGN & MARKETING SPECIALIST

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📍 Stamford, CT 06902

ABOUT

I am a marketing and analytics professional with a degree in Digital Media and Design from the University of Connecticut. My unwavering passion lies in crafting data-driven strategies that drive business growth by identifying pain points and areas of improvement through thorough analysis. I possess a distinct ability to weave compelling stories through data, all while leveraging my extensive experience as a marketer to optimize websites, social channels, email, paid ads, and other business assets. I have a successful track record of delivering insightful reports and tracking campaign performance, consistently delivering measurable results and driving impressive ROI. My previous roles have afforded me ample opportunities to increase engagement and revenue, resulting in an exceptional ability to create value for my clients through my marketing efforts.

EDUCATION

December 2019 - Storrs, CT

UNIVERSITY OF CONNECTICUT

Bachelors Degree in Digital Media & Design
Concentrating in Business Strategies & Analytics

University Involvement:

The Pound: Social Media Analyst - Aug 2018 - Dec 2019

UConn Marketing Society - Aug 2017 - Dec 2019

Husython Photographer - Feb 2017 - Feb 2019

SKILLS

- Digital Marketing
- Social Media Marketing
- Email Marketing & Automation
- eCommerce & Paid Advertising
- Campaign Strategy & Planning
- SEO/SEM
- User & A/B Testing
- Business & Project Management
- Event Planning
- Problem Solving
- Analytics & Analysis
- Data Visualization
- Web Design/Development
- HTML, CSS, JavaScript
- Graphic Design & Content Creation
- UX Design & Customer Experience
- Photography/Videography
- Written & Verbal Communication

SOFTWARE SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Google Analytics (Certified)
- Google Data Studio (Certified)
- Google Ads Manager
- Meta Ads Manager
- LinkedIn Campaign Manager
- Salesforce
- Pardot (Email Marketing)
- SAP Hybris (SmartEdit, Backoffice)
- Hootsuite (Certified)
- Talkwalker (Certified)

WORK EXPERIENCE

Digital Marketing Specialist
June 2023 - Present

Harrison-Edwards Marketing & PR (Armonk, NY)

Provide essential support to the Digital Department by creating and executing strategic advertising campaigns across diverse platforms. I assist the Chief Marketing Officer and Vice President of Digital Strategy in crafting marketing strategies and plans, involving data analysis, organization, and presentation preparation. My responsibilities extend to efficient content distribution, fostering collaboration with team members, continuous campaign performance monitoring, multi-channel optimization, design of brand-aligned content, budget development and monitoring, and comprehensive reporting and analytics. I actively engage in ad hoc marketing initiatives, event planning, and contribute to overall client marketing strategies, keeping up-to-date with the latest marketing trends and techniques.

Digital Marketing Coordinator
May 2021 - June 2023

Legrand North America (West Hartford, CT)

Support various marketing and product teams across Legrand North America's business units, managing digital needs of multiple projects and campaigns. Manage day-to-day responsibilities of maintaining and updating multiple Legrand web properties and channels. Collaborate with marketing teams and creative agencies to develop and execute product launches, email, and web marketing campaigns following brand standards. Manage reporting tools, oversee data analysis, and insight development. Implement and optimize personalized, targeted marketing campaigns through our digital web, email, and automation platforms. Measure and optimize campaign performance to deliver relevant marketing content to customers (B2C, B2B) and influence's during the buying cycle.

Associate District Manager
Nov 2020 - Feb 2021

ADP: Automatic Data Processing (Stamford, CT)

I was responsible for managing a designated territory in Connecticut. My duties included liaising with diverse sales channels such as banks, CPA's, and small businesses to identify and target prospective clients. I provided small businesses with a comprehensive suite of services, which included payroll, HR, health & benefits, and retirement services, among others.

Social Media Analyst
Aug 2019 - December 2019

Franklin Sports/UConn Social Media Analytics Command Center

Collaborated with the social media team at Franklin Sports to develop comprehensive weekly insight reports for their Instagram and Twitter channels. By utilizing social listening programs, such as Talkwalker, I carefully analyzed the data gathered in order to produce compelling statistical narratives enabling them to make informed decisions based on the data-driven insights provided.

Sales & Marketing Intern
May 2020 - Aug 2019

Aflac (Glastonbury, CT)

I was responsible for managing social media channels, including Facebook and Instagram. I provided data-driven insights to key stakeholders, which helped inform the development of new public relations strategies. In addition, I created compelling branded content for the Capitol region territory, which includes Hartford, CT.