



Tyler Zemantic

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Education

University of Connecticut

- Graduate Fall 2019
- Major: Digital Media and Design
- Concentration: Business Strategies
- GPA: 3.52

Work Experience

Aflac/ 148 Eastern Blvd, Glastonbury CT

May 2019-August 2019

- Sales and Marketing intern
- Provide social media insight/strategy and account management for capitol region channels
- Develop content for social channels and other platforms
- Prospect potential clients
- CRM management

T-Mobile (TCC Wireless)/ 34 Wilbur Cross Way, Storrs CT

September 2017- January 2019

- Sales Associate, Mobile Expert
- Operated register for cash and credit card transactions
- Trouble shoot and Educated customers about technology
- Understood customer's wants/needs and sold products/ services accordingly

Top Runner Marketing LLC/ Hartford/Danbury, CT

March 2016- August 2018

- Social Media Specialist and Head of Graphic Design
- Designed and developed various logos and page layouts
- Managed social media channels (Facebook, Instagram, Twitter)
- Gained Clients: cold calls, set up meetings, scouted conventions and followed leads

Other Experience

UConn DMD x Franklin Sports/ Storrs, CT

- Social Media Analyst
- Used social listing and various platforms to identify insights for Franklin Sports social media team.
- Developed weekly reports for Franklin Sports, aiding them with social media strategies across their channels.

Kappa Sigma Upsilon Nu Chapter/ ECSU

- Founding Father, Social Media Committee
- Managed Instagram - @kappasig_eastconn
- Content Strategy and Planning
- Developed Logos, Layouts, Graphics, and other content

Skills

- Social Media
- Digital Marketing & Analytics
- Branding
- Problem Solving
- Web Design
- Graphic Design
- Digital Photography
- Videography/Video Editing
- Art Direction
- Digital Design
- Verbal & Written Communication
- Digital Communication
- Project management

Software Skills (specific)

- Adobe Creative Cloud Suite
- Hootsuite (certified)
- Google Analytics (certified)
- Talkwalker – Social Listening (certified)
- Salesforce
- HTML, CSS, Javascript
- Microsoft Office/Excel
- PC & Mac Operating Systems

Interests/Hobbies

- Digital Media
- Marketing
- Skateboarding
- Snowboarding
- Travel
- Sports
- Music
- Art
- Playing Guitar