



TYLER GERHARTZ

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OBJECTIVE

Experienced Marketing Manager with a comprehensive skill set and a hands-on approach to strategic problem-solving. Leads cross-functional teams in designing and developing innovative solutions that enhance brand awareness and conversions across all consumer touchpoints: video, print, environmental, web, and social media. Consistently delivers successful outcomes by aligning brand needs, budgets, objectives, and timelines to produce award-winning content.

SKILLS

- Social Media Marketing
- Art/Creative Direction
- Graphic Design
- Video Production
- Photography
- Content Creation
- Ecommerce Marketing
- Website UX / UI
- Video Editing
- Photo Manipulation

EXPERIENCE

MARKETING MANAGER [SEP 2023 - PRESENT]

Arizona Snowbowl - Flagstaff, AZ

Duties & Responsibilities

- Manage the creation and implementation of advertising collateral to increase purchases and ROI across all media channels.
- Research, ideate, and implement promotions, events, and sales to drive visitation and revenue.
- Establish and grow partnerships with local and national brands to maximize brand reach.
- Formulate and manage strict marketing team budgets and schedules to maximize output and ROI.
- Create and edit long and short-form content to educate guests about Arizona Snowbowl and show timely, daily happenings.

CREATIVE DIRECTOR [APR 2020 - AUG 2023]

Sprague Media - Portland, OR

Duties & Responsibilities

- Managed the creation and implementation of creative content to maximize ROAS across social media platforms.
- Analyzed third party data to adjust campaign spending and edit creative assets as needed.
- Worked closely with strategists and data analysts to create processes and SOP's.
- Notable clients include TAXA Outdoors, Vant Panels, Revel Rey, MKF, and Rad Soap.

DIRECTOR OF VIDEO & GRAPHICS [DEC 2015 - MAR 2020]

BRING Branding Agency - Green Bay, WI

Duties & Responsibilities

- Produced branded videos, photos, and designs from conception to delivery.
- Met with clients to discuss project goals, share mock ups, implement feedback, and explain creative processes.
- Formulated budgets and schedules to maximize ROI.
- Notable clients include Green Bay Packers, Hinterland Brewery, Xperience Fitness, and August Haven Furniture.

EDUCATION

UNIVERSITY OF WISCONSIN - GREEN BAY [DEC 2014]

- Bachelor's Degree in Graphic Design
- Graduated with Suma Cum Laude Honors
- Dean's List Honors Every Semester

ACHIEVEMENTS

Certifications

- Facebook Blueprint Certification - Facebook
- Content Writing Specialist - Digital Marketer
- Part 107 UAS - Drone

Awards

- 2020 Telly Awards Silver Winner - The Finer Things
- 2020 Telly Awards Silver Winner - First & Ten
- 2018 American Advertising Awards Gold Addy - Hinterland Website

