



# TYLER RIDDELL

Marketing Manager

## SUMMARY

Tyler is a results-driven leader, excelling in marketing and strategy. With roles including Director of Marketing at Walkabout Workplace, NexGen Technologies, Email Marketer for HGTV's Mike Holmes, and Manager of Marketing and Communications at The DEC Network, he consistently delivers outstanding results.

Tyler, holding a Business Administration degree and a minor in Biology with honors from Oral Roberts University (ORU), completed a Leadership MBA earning High Honors.

His academic background, in Biology, informs his view of organizations as intricate ecosystems, inspiring him to develop thriving marketing strategies.

Beyond his professional achievements, Tyler is a dedicated community contributor, involved in social ventures, leadership programs, and board memberships. As a serial volunteer, he mentors, engages in mission trips, and supports community initiatives.

Tyler's disciplined problem-solving and customer-focused approach make him a highly respected leader in the marketing world, dedicated to meaningful impact.

## CERTIFICATIONS

- Social Media Marketing
- Hootsuite Platform
- Advanced Social Advertising
- SEO
- Certified Essentials of Nonprofit Board Governance

## PLATFORM EXPERIENCE

- Social Media Management: Hootsuite & Later.com
- CRM Systems: Hubspot, Salesforce & Zoho
- Email: Hubspot, MailChimp & GetResponse
- Graphic Design: Adobe Cloud & Canva
- AI Tech: ChatGPT
- Website Platforms: WordPress, Wix.com & SquareSpace
- Workflow: Lucid

## WORK EXPERIENCE

### Digital Marketing Strategist (Contract)

*Globe Runner - Digital Marketing Agency | January 2024 - Present*

- Role & Key Accomplishments:
  - Client #1: Printing Company
    - Formulated a Sales Enablement Strategy
    - Devised a Communication Plan for Order Status (utilizing SMS & Email)
    - Mapping the Sales and Marketing Workflow through Lucid
    - Designing a Influencer Program
    - Developing a Referral Program
    - Creating a Focus Group Plan

### Manager of Marketing and Communications

*The DEC Network | October 2022 - December 2023*

- Role:
  - Developed and implemented an annual comprehensive Marketing Plan to drive brand awareness, generate leads, and support revenue goals
  - Tracked and managed the marketing budget, ensuring efficient allocation of resources and cost-effective strategies
  - Managed the creation and execution of multi-channel marketing campaigns, including social media, email marketing, SEO, SEM, blogging, earned media, website, and events
  - Oversaw a team of 4 marketing interns, a coordinator, a PR/Media Consultant and a Web Developer, providing guidance, mentoring, and performance evaluations
  - Ensured analytical tracking with monthly and quarterly reports, documenting key insights across marketing channels
  - Monitored campaign performance, analyze metrics, and leverage data-driven insights to optimize marketing efforts and improve ROI
  - Oversaw Salesforce CRM Systems with a focus on integrating with platforms like Typeform, GetResponse, Brushfire, etc., and developing maintenance plans with each department
- Key Accomplishments:
  - Garnered 81 publications (Dallas Innovates, WFAA, Fox 4, Dallas Weekly, Fort Worth Report, etc.) from 1st quarter of 2023 to present
  - In 10 months, through a complete redesign, increased traffic to the website from a few hundred visits to 3,000+ a month
  - In 10 months, increased email open rate by 36%, click rate by 51%, and decreased bounce rate by 9%, and in the past couple of months, increased the open rate to 45%. The current average open rate over 10 months is 30.94%.
  - Oversaw 10 Year Anniversary Campaign, which consists of 2 campaigns that are estimated to reach 500,000 people, obtain 1,000,000 Impressions, and 100,000 video views by the end of the year
  - Planned and Coordinated 10th Birthday Celebration with a 240% turnout rate and secured two media crews from Fox 4 and WFAA as well as a reporter from the Dallas Morning News
  - Oversaw lead generation for a \$2.0 million Federal Grant from the SBA and celebrated the success through hosting a event where leaders from the SBA attended, including a member of President Biden's cabinet
  - On one signature event, in 1st quarter 2023, obtained a 220% turnout rate

### Email Marketing (5-month contract)

*HGTV Mike Holmes | June 2022 - October 2022*

### Director of Marketing

*NexGen Technologies (formerly known as Walkabout Workplace) | Jan. 2022 - June 2022*

- Role
  - Established Marketing Department for the parent company, NexGen Technologies, LLC. (Industry: SaaS & Call and Contact Center)
  - Outlined (and presented) a cohesive Marketing Plan and Budget for NexGen Technologies, LLC., and its subsidiaries for 2022

## DEVELOPMENT

- Dallas Social Venture Partners
  - Dana Juett Non-Profit Residency (Class of 2017)
- Something Good CG & Schnake Turnbo Frank
  - Leadership & Reputation Academy (Class of 2019)
- Dallas Regional Chamber
  - LEAD YP (Class of 2020)

## AWARDS/FEATURES

- Awards:
  - ONEOK Academic Excellence Award (2018)
  - Emerging Leader Award from United Way of Dallas (2020)
  - Development, Initiative, & Networking Awards from The Dallas Entrepreneur Club (The DEC) (2021)
- Features:
  - Dallas Regional Chamber Blog (Topic: Self-Awareness) (2020)
  - VoyageDallas (2020 & 2022)
  - Dallas Morning News (2021)

## GET IN TOUCH WITH ME

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- Key Accomplishments:
  - Hired Web Developers to help transition the newly acquired brand to the NexGen branding. Increased traffic to the newly acquired brand's website by 34% and decreased bounce rate by 13.4% in 4 months
  - Redesigned the parent company's website and increased the website traffic by 289% in two months
  - Secured PR/Media Consultant to execute an Earned Media Strategy (Feature: Dallas Voyage Magazine & In the pipeline: RocketChat, Thrio, 5 podcast interviews.)
  - Secured SEM/SEO Consultants to assist in executing Digital Marketing Strategy
  - Created social media strategy and content plan for all subsidiaries
  - Created and monitored Brand Awareness Campaigns (Paid Ads) for subsidiaries: In 1 month, reached 100,000+ individuals and directed 1,000+ individuals to the company's websites
  - Planned, designed, and executed email campaigns (Drip Campaigns & Newsletters) with 20,000+ leads
  - Designed marketing collateral: videos, flyers, presentations, etc.
  - Planned, designed, and coordinated a booth at the 2022 Call and Contact Center Expo
  - Assisted the company with transitioning from Hubspot's CRM to Zoho's CRM

## Director of Marketing and Communications

*Walkabout Workplace | Nov. 2020 - Dec 2021*

- Role & Key Accomplishments:
  - Created Social Media Strategy and 12+ month Content Plan. The content resonated on LinkedIn and brought in approx. 350+ LinkedIn visitors (organic traffic) a month for 12+ months
  - Developed Mass Email Marketing plan (averaging approx. 20% open rate with a consistent CTR) and created consistent collateral for the sales team
  - Optimized Marketing & Sales Funnel on Hubspot and worked with G2's marketing team to drive traffic from their website to Walkabout's website
  - Hired and co-created a new website with Web Developers. In 8 months, increased traffic to the website by 43%, decreased bounce rate by 18.4%, and increased leads by 50%+
  - Developed SEO strategy. Focused on optimizing the website with keywords and on backlinks, which led to a 43% increase in website traffic and 50%+ increase in leads
  - Hired, co-created, and executed an Earned Media Strategy with a media consultant (Features: Dallas Innovates (2 times), & Dallas Business Journal)

## Manager of Strategy and Marketing

*The REL Group | Sep. 2016 - Nov. 2020*

## EDUCATION

### Oral Roberts University

*Masters in Business Administration, concentration in Leadership, 4.0*

### Oral Roberts University

*Bachelors in Business Administration, Biology minor & concentrations in Biochemistry & Humanities, 3.64*

## COMMUNITY ENGAGEMENT

### Fiduciary Board Member at Nexus Recovery Center

- 2022 - Present:
  - Marketing and Communications Committee
  - Helped Secure \$100,000 grant from BCBSTX

### Steering Committee Member of the United Way Dallas Women of Tocqueville Fund for Women & Children

- 2021-Present:
  - Assisted in the strategic planning process
  - Ongoing management of funds
    - Invested \$50,000 into United Way's Social Innovation Incubator
    - Invested \$50,000 (\$50,000 match from Comerica) into LiftFund