



TYLER RIDDELL

SUMMARY

Tyler is a results-driven leader, excelling in project management, marketing, and strategy. With marketing and project management roles in a variety of industries, he consistently delivers outstanding results and adapts quickly, regardless of the environment.

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, shapes his perspective on organizations as complex ecosystems, motivating him to design and implement efficient project management strategies that foster collaboration and growth.

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

- IBM Project Manager Professional Certificate (In Progress)
- Social Media Marketing
- Hootsuite Platform
- Advanced Social Advertising
- SEO
- Iterable
- Certified Essentials of Nonprofit Board Governance

PLATFORM EXPERIENCE

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

WORK EXPERIENCE

Marketing Project Manager (Contract)

Pay with Spire (Spire) (Industry: Finance & Technology) | April 2024 - December 2024

- Role & Key Accomplishments:
 - Implemented RACI frameworks and task management tools to define roles, responsibilities, and streamline collaboration across cross-functional teams.
 - Initiated and supported the introduction of a primary project management tool, enhancing task tracking, issue resolution, and team productivity.
 - Directed marketing initiatives resulting in over \$50M in revenue, boosting brand visibility and driving customer engagement.
 - Designed and maintained an 8-month client task roadmap, optimizing team collaboration and project execution.
 - Conducted detailed cost breakdowns of marketing services in partnership with finance and marketing teams to enhance budget efficiency.
 - Led the creation, review, and delivery of dashboards and marketing campaigns for high-profile clients, including Chevron, Exxon, Phillips 66, Giant Eagle, QT, Shell, Valero & Sinclair.
 - Supported the successful launch of UX designs, partner success stories, and email campaigns to elevate user engagement.
 - Directed the creation and rollout of rebranding materials such as business cards, letterheads, email signatures, and LinkedIn profiles, ensuring alignment with brand strategies.
 - Managed a creative agency to develop high-impact marketing assets, including deal cards, interstitials, push notifications, and visual content tailored to client objectives.

Digital Marketing Strategist (Contract)

Globe Runner - Digital Marketing Agency | January 2024 - April 2024

- Key Accomplishments: (**Client #1: Printing Company**) Formulated a Sales Enablement Strategy, Devised a Communication Plan for Order Status (utilizing SMS & Email), Mapped the Sales and Marketing Workflow through Lucid, Designed an Influencer Program, Developed a Referral Program & Created a Focus Group Plan

Manager of Marketing and Communications (Employed)

The DEC Network (Industry: Nonprofit/Entrepreneurship) | 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, analyzed metrics, and leveraged data-driven insights to optimize marketing efforts and improve ROI
 - Oversaw Salesforce CRM System with a focus on integrating with platforms like Typeform, GetResponse, Brushfire, etc., and developed maintenance plans with each department
- Key Accomplishments:
 - Garnered 81 publications (Dallas Innovates, WFAA, Fox 4, Dallas Weekly, Fort Worth Report, etc.) in 2023
 - In 12 months, through a complete redesign, increased traffic to the website from a few hundred visits to 3,000+ a month
 - In 12 months, increased email open rate by 36%, click rate by 51%, and decreased bounce rate by 9%, and towards the end of 2023, increased the open rate to 45%. The average open rate over 12 months was 30.94%
 - Oversaw 10 Year Anniversary Campaign, which consists of 2 campaigns that were 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 by hosting an event where leaders from the SBA attended, including a member of President Biden's cabinet
 - At one signature event, in 1st quarter of 2023, obtained a 220% turnout rate

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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Email Marketing (Contract)

HGTV Mike Holmes (Industry: Home Improvement) | June 2022 - October 2022

Director of Marketing and Communications (Employed)

Walkabout Workplace/NexGen Technologies (Industry: Real Estate Technology) | Nov. 2020 - June 2022

- Role & Key Accomplishments:
 - Walkabout Workplace (November 2020 to December 2021)
 - 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)
 - NexGen Technologies (January 2022 to June 2022)
 - 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

Manager of Strategy and Marketing (Employed)

The REL Group (Industry: HVAC/R) | 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