

Tyler Campbell

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Education

CHICAGO PORTFOLIO SCHOOL | COPYWRITER | 2020

MARKETING WEEK'S MINI-MBA IN MARKETING | 2019

GRADUATED B.A. IN ENGLISH IN 2017 | TEXAS A&M UNIVERSITY

- Published in university's inaugural literary journal
- Finalist in 2016 English Research Essay Contest

Professional Experience

DIGITAL MARKETING COORDINATOR | PROSALES CONNECTION – HOUSTON, TX

OCT 2018 – DEC 2019

- Hired on as the second marketer for ProSales, an outbound calling agency that was pivoting to include revenue-driven marketing services to B2B companies with complex solutions. Six months into my role, the team was expanded to four.
- Within the team of four, I had the following sole responsibilities:
 - Final approval on copywriting for all clients
 - Data analysis of marketing and cold calling activities
 - Company-wide technology integrations through Zapier
 - Sole responsibility for managing end-to-end processes for largest marketing client
- Handled client meetings, onboarding processes, email marketing, message development, website design, and social media outreach for clients in several different industries.
- Increased the retainer of my primary client by 64% through delivering over \$2.5m in pipeline value over one year with an estimated ROI of 12x.
- Helped my primary client make the top 500 on the Inc 5000 list.

SALES | GOLD'S GYM – COLLEGE STATION, TX

SEPT 2017 – OCT 2018

Generated new leads, delivered presentations, and closed sales. Maintained relationships with clients to ensure satisfaction. Served as manager-on-duty in the absence of the general manager, and filled in during vacancies in Sales, Operations, and Fitness Manager positions.