

Tyler Moss

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Work Experience

Digital Engagement Lead, Shining Athletes, Deerfield, Illinois July 2025 - Present

- Set up and maintain business accounts and profiles on Meta Business Suite, X, TikTok, and Google
- Rebuilt and maintain the company website along with tracking user behavior through Google Analytics 4
- Curate and deliver upon marketing campaigns over social media and web platforms
- Manage a team of interns
 - Created and managed projects

Digital Marketing Specialist, The Cronkite Agency January 2025 - May 2025

Collaborated with other Digital Marketing Specialists and Public Relations Specialists to achieve our client's (Modern Grind Coffee in Avondale, AZ) SMART goals.

- Utilized Google Analytics 4, Google Ads, Meta Ads Manager, and Meta Business Suite
- Ad Copywriting
 - Drove 469 Active Users to their website's homepage
 - Increased Facebook following by 6%
 - Increased Instagram following by 2.5%
- Created digital marketing campaigns on various social media platforms, including conducting an A/B test
 - A/B test measured if a photo of a drink or barista would perform better on their social media pages. The Drinks were the winner by a slim margin.
- Constructed monthly reports and learned how to explain digital marketing metrics and performance analytics to clients on a monthly basis

Intern (Seasonal), Orange County Soccer Club, Irvine, California June 2024 - August 2024

- Work game days by setting up and taking down after, while also learning behind the scenes skills that include media and public relations research.
- Curated the Daily Public Relations Media Report on Canva

Logistics Processor (Seasonal), Nordstrom Rack, Orange, California June 2023 - August 2023

- Utilize inventory management systems to scan, process and research merchandise shipments in accordance with our inventory control processes
- Provide general support to the store, e.g. set up special events, organize backroom, markdowns, and relocate store fixtures

Social Media Chair, Alpha Epsilon Pi Fraternity, Tempe, Arizona February 2022 - May 2023

- Managed the Alpha Sigma chapter's Instagram page and grew the follower count from 963-1,350 in my one year
- Designed the current logo for the chapter on Canva and Adobe Photoshop
- Curated graphics for social media, newsletters, and merchandise on Canva

Creative Assistant, EVENTography OC, Irvine, California April 2021 - August 2021

- Assisted on client photo shoots
- Edited photos for clients on Adobe Lightroom Classic

Regional Communications VP, United Synagogue Youth, Los Angeles, California May 2020 - May 2021

- Managed the Far West Region's Instagram, Facebook, Snapchat, and Twitter accounts
- Responsible for updating website content and information
- Drafting email communications with the regional members/parents

Education

Bachelor of Science in Digital Audiences August 2021 - May 2025

Arizona State University, Phoenix, Arizona

Skills

Technical Skills: *Adobe Photoshop, Adobe Lightroom Classic, Canva Google Ads, Google Analytics 4, Meta Business Suite, Meta Ads Manager*

Google Certifications: *Google Ads Search, Google Ads Measurement, Google Ads Display, and Google Analytics 4*