

Tyler Moss

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Work Experience

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
- Created digital marketing campaigns on various social media platforms, including conducting an A/B test
- Constructed monthly reports and learned how to explain digital marketing metrics and performance analytics to clients on a monthly basis
- Shared/Delegated responsibilities and tasks with my team members

Intern (Seasonal), Orange County Soccer Club, Irvine, California

June 2024 - August 2024

- Assigned projects that create new techniques to increase sales and audience size on game days, new promotional campaigns and deals for current and future fans of the club, and merchandise ideas.
- 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
- Assist in maintaining clean and organized selling floors and stockrooms
- 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
- Worked the photo booth at client events
- 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, 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*