

R. Tyler Maddox

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Objective:

To obtain a marketing position within a progressive company that will benefit from my current skills and experience, while providing me with an opportunity to continue to develop and grow as a marketing professional.

Experience:

Marketing Specialist

Maddox Marketing Group, Inc., Cuyahoga Falls, OH
January 2008 – August 2011

Maddox Marketing Group is a full-service digital marketing and online media agency with a 20-year history of helping business-to-business and business-to-consumer clients innovate, communicate and grow. Responsibilities included:

- Aided agency principals in researching and gathering market intelligence on targeted, prospective clients.
- Developed presentations and business development strategies to attract new clients.
- Continuously updated and verified business development database.
- Coordinated production of direct and electronic mail to existing and prospective clients.
- Assisted with the development of social networking pages and website maintenance.
- Assisted in research, creative conceptualization, and implementation of client marketing materials including collateral materials, trade show displays, advertising and promotional campaigns.
- Assisted with the planning and mapping of mobile apps and pay-per-click advertising.

Freelance Work

The Dancing Beta (2011)

A sushi restaurant located in downtown Kent, OH, which provides service to Kent State University and the surrounding area. Projects included:

- CRM strategy development.
- Reward program materials.

Fresh by Fortune (2010)

An award-winning clothing company based out of Akron, OH. Projects included:

- Converted hand drawn illustrations into vector artwork for screen-printing and embroidery production.

Mattah Properties LLC (2010)

Home renovation company based in Akron, OH. Projects included:

- Logo design and branding materials.

Security Officer

Wildwater Kingdom – Cedar Fair Entertainment Company, Aurora, OH
May 2010 – August 2011

Wildwater Kingdom is northeast Ohio's premier water park. The park operates from Memorial Day to Labor Day and attracted over 300,000 attendees during the 2011 season. Responsibilities included:

- Provided assistance to guests of all ages by listening to concerns, answering questions, or referring them to appropriate park personnel.

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- Acted as visual reinforcement of park security to guests and deterrent to those contemplating criminal acts.
- Performed solo overnight patrols of park and surrounding properties.
- At all times remained alert and ready to assist with park and/or guest emergencies.

Education:

Bachelors of Business Administration - Marketing, Kent State University - May 2011
Academic Minors: Business Management, Psychology

Activities/Awards:

- Football Team Member – Middle Linebacker 2006-2007
- 2009 Kent State University Business Concept Competition Finalist

Skills:

- Adobe Creative Suite 5 (Dreamweaver, InDesign, Illustrator and Photoshop)
- Microsoft Office (Word, Excel, and PowerPoint)
- Social Media Marketing
- Excellent presentation and interpersonal skills
- Proven leadership, problem-solving, team and consensus building skills