



# TY DIVERS

Marketing & Branding Specialist

## CONTACT

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## EDUCATION

**North Hennepin Community College**  
Certification in ASL

**Texas A&M Commerce | MBA**  
Masters in Business Administration

**Texas A&M Commerce | MS**  
Master of Science in Marketing

**Florida A&M University | BBA**  
Bachelors of Business Administration

## AREAS OF EXPERTISE

Project Development & Management, New Customer Acquisition, Multi-Media Marketing, Account Management, Brand Development, Brand Management, Brand Recognition Optimization, Content Development, Creative Strategy, Design Direction, Strategic Planning & Execution, Social Media Marketing, Digital Marketing, New Product Launch

## CERTIFICATIONS & TRAINING

**HubSpot**  
Content Marketing, Social Media, Inbound Marketing

**DigitalMarketer**  
Certified Customer Acquisition Specialist

**StoryBrand**  
Online Marketing

As a marketing, branding, and digital media professional in vast arenas, I direct all phases of both the creative and technical elements of marketing initiatives including brand creation, print & web collateral development, lead generation, customer segmentation/profiling, CRM systems, and acquisition strategies into strategic plans based on the client's vision.

Being a firm believer in teamwork and innovation, it is truly important to work in a strong culture with determined creative minds. At this point in time, I am looking to build with a company who has a vision for exponential growth.

In addition, I offer a history of proven results, as evidenced by the following marketing accomplishments:

- Increased digital impression and pageviews by 1,800% while having a total season audience of 26,000,000+ for the show Tailgate Rivals featured on Fox Sports Southwest.
- Developed comprehensive marketing campaigns and strategies that raised brand awareness, visibility, and social media traffic across all platforms resulting in a clientele increase of 37% and assets under management appraisal of \$2.6 million
- Boosted new patient inquiries and patient retention by 26% monthly by assembling the back-end and maintained Infusionsoft CRM System.
- Improved cost efficiency by 32% month-over-month by developing SEO strategies, identifying new contact leads, past and present target audiences, analyzing their characteristics, behaviors, and media habits while maintaining budget and ensuring that the initiatives put into place enhance the client's experience and growth potential

My experience has allowed me to continue to develop my management skills while utilizing my creative abilities to complete tasks, generally beyond expectations. Being one of the youngest members of most teams I have worked with, I bring a youthful spirit to the office. However, do not let my size, cheerful personality fool you, I am a force to be reckoned with.

Given the opportunity, I'm confident in my ability to achieve similar groundbreaking results for your company. I would welcome the chance to discuss your objectives and ways I can help you attain them.

## EXPERIENCE

Hubspot	WordPress	Photoshop	Google Plus	Fix Your Funnel
Facebook	Instagram	Twitter	Snapchat	SEM Rush
HootSuite	Infusionsoft CRM System	Pinterest	Google Adwords	Google Analytics