



# TY DIVERS

Marketing & Branding Specialist

## CONTACT

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## EDUCATION

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

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

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

## CERTIFICATIONS & TRAINING

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

**DigitalMarketer**  
Certified Customer Acquisition  
Specialist

**StoryBrand**  
Online Marketing

**North Hennepin Community College**  
Certification in ASL

## 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

## EXPERIENCE

### CORPORATE FLOORS INC. | MARKETING MANAGER

October 2020-Present

- Lead the digital and offline marketing strategies for the Corporate Floors family of brands, which includes four wholly owned subsidiaries in the facility maintenance industry (APEX Surface Care, APEX Property Services, The Elevated Cab and Texas Carpet Recycling).
- Build cross-functional marketing campaigns in collaboration with the sales team to shape themes and develop fully integrated programs that drive lead generation, increase funnel velocity, and achieve other strategic growth goals.
- Manage and report on targeted accounts and campaign performance.
- Continuously improve campaign effectiveness by course-correcting as needed.
- Coordinate with the financial and leadership teams on campaign budget allocation and with the sales team on ongoing business reviews.

### BENQ | DIGITAL MARKETING SPECIALIST

February 2019-October 2020

- Work with key marketing and sales stakeholders in the planning and execution of national marketing campaigns, social media, webinars, and automation programs in Hubspot and Salesforce for lead generation and lead nurturing of 500,000+ contacts
- Develop dynamic marketing content that differentiates our products against competitors and turns our value proposition into effective outbound and inbound communication programs
- Support regional and national events and trade shows and the development of thought-leadership initiatives, product launches, marketing briefs, webinars, podcasts, and other PR opportunities.

### TY DIVERS MARKETING | FREELANCE CREATIVE MARKETING STRATEGIST & BRAND MANAGER

October 2015-February 2019

- Actively collaborate with private clients to build brands that are profitable and impactful through comprehensive marketing campaign ideation, one-on-one coaching, creative strategy, and brand development
- Cultivate and manage brand voice across all communications, including: advertising and PR marketing collateral, website content, social media management and presence, and digital and print publications

### IDENTITY MEDIA SERVICES | DIGITAL MARKETING MANAGER

August 2014-October 2015

- Formulated, implemented, and managed creative, digital, and interactive marketing campaigns that enhanced our client's brand awareness online and offline while contributing to the company's project valuations of \$1,000,000+
- Analyzed and increased our client's customer acquisition cost 32% month-over-month by identifying new leads, past and present target audiences, tracking customer characteristics, behaviors, and media habits while maintaining budget and optimizing digital media engagement via Google Analytics and AdWords
- Assembled the back-end and maintained Infusionsoft CRM System allowing our bariatric clients to manage their business relationships, store current and prospective customer contact information, and sales opportunities in one central location boosting new patient inquiries and patient retention by 26% monthly
- Managed media strategies across various social media platforms for the television show Tailgate Rivals featuring game-day tailgate parties on Fox Sports Southwest growing the shows digital impression and pageviews by 1,800% from the previous 2013 season

### PURPOSED CONSULTING | BRAND MANAGER

June 2010-March 2014

- 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
- Proactively established, monitored, and maintained account projections and business objectives based on the company's marketing and sales KPIs while providing real-time feedback and optimization recommendations to deliver continually improved results