

Tyler Omoth

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EDUCATION

Bachelor of Arts Degree in English, May 1997, South Dakota State University, Brookings, SD.

WORK EXPERIENCE

Freelance Writer and Copywriter, June 2005 – present, Self-Employed

- Write small business marketing articles for Hometown News USA 2016
- Write web copy and blog articles for Thompsoncigar.com ecommerce 2016
- Write guest blogs twice weekly for Topresume.com 2016
- Write greeting cards for Calypso Cards 2014 - 2016
- Ghost Authored *Bunker Betrayal*, a Middle Grade novel for Capstone Press 2015
- Published 2 short stories in The Florida Writer magazine 2015-2016
- Published a short story, *Changing Her Point of View*, on Thebravenewword.com 2012
- Authored 7 non-fiction kid's books for Redline Editorial 2016
- Authored over 20 non-fiction kid's books for Capstone Press 2011 – 2016
- Wrote *Pitchers and Pints*, a blog focused on craft beer and craft beer culture for *Thepostsd.com* 2009-2010
- Wrote feature articles for *Thepostsd.com* 2009-2010
- Contributed to Gameday Magazine, an unofficial program for MN Twins baseball games 2007 - 2009
- Blogged as the Northwoods League reporter for MNGameday.com 2007 – 2009
- Authored 11 young adult, non-fiction sports books for The Creative Company 2005 – 2009
- Wrote feature articles and beer reviews for *What's On Tap*, Mankato, MN 2001 – 2002

Web Content and Copy Writer, March 2015 – February 2016, Branded Holdings, Tampa, FL

- Wrote seed content for Quote.com including white papers, FAQs, informational and fun articles of varying lengths
- Created shareable content for Quote.com to increase site traffic
- Edited and “skyscrapered” numerous articles for debtconsolidation.com and creditloan.com
- Basic HTML formatting
- Basic SEO best practices
- Hubspot Inbound Marketing Certified

Communications Specialist, June 2014 – Dec. 2014 (Contract Position) – Stantec, Tampa, FL

- Create profiles for new offices, personnel, and projects for use on Stantec.com

- Collected, edited, and produced informational material for the weekly eBulletins distributed to newly acquired companies using Outlook and Dreamweaver
- Assist the PR team with projects when they need a new, creative perspective

Customer Service Representative, August 2012 – May 2014, Brewers Supply Group, Shakopee, MN

- Produce product content for BSG Handcraft website
- Help Craft Brewers choose the raw ingredients, such as barley and hops, for their business
- Coordinate with shipping companies for timely deliveries of product

Sales Floor Associate, June 2011 – January 2013, MGM Wine and Spirits, Burnsville, MN and Prior Lake, MN

- Social Media Marketing Supervisor
- Minnesota craft beer liaison
- Help customers find and select wine, liquor, or beer

Copywriter/Producer/On-Air Personality, April 2010 – January 2012, Sunny Radio KZOY/The Great Spot Company, Brandon, SD

- Created radio advertisements and campaigns for a vast array of businesses in the Sioux Falls, SD market from carpet cleaning businesses to restaurants
- Voiced and produced radio ads for local clients as well as The Great Spot Company's clients throughout the U.S.
- Recorded a 4-hour afternoon radio show which required researching the web for fun, interesting, and relevant topics each day

Advertising Copywriter, 2005 – 2009, Mid-West Family Broadcasting, La Crosse, WI

- Wrote over 5,000 radio ads including short-term event ads as well as long-term branding campaigns
- Taught *Copywriting Basics and Recruitment Copywriting* for the MWF Broadcasting Annual Conference in 2007 and 2008
- Transcribed client testimonial recordings

PROFESSIONAL ACTIVITIES

- Taught 4 semesters of Composition 101 at the Minnesota State University, Mankato in 2001-2003
- Founded and facilitated a writing group and a poetry group for Barnes and Noble, La Crosse, WI
- Founded and facilitated a writing workshop, and annual poetry contest, and an annual short fiction contest at Barnes and Noble, La Crosse, WI

VOLUNTEERING

- Spearheaded an effort that raised over \$700 for La Crosse County (WI) to provide Christmas gifts for underprivileged children locally in 2008
- Co-captain of "The Lime and the Coconuts" team in the 2009 and 2010 Minneapolis 3-Day Breast Cancer Walk
- Board member for Parrot Heads of the Prairie, a local Jimmy Buffett fan club that emphasizes fundraising for local charities, during 2010