

Tyler Omoth

Brandon, FL
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AREAS OF EXPERTISE:

WRITING

- ✓ Web Content
- ✓ Blogging
- ✓ Copywriting
- ✓ Creative Writing
- ✓ SEO
- ✓ Whiter Papers
- ✓ Social Media
- ✓ Greeting Cards

MARKETING

- ✓ Branding
- ✓ Campaign Creation
- ✓ Storytelling
- ✓ Research
- ✓ Social Media

PUBLIC RELATIONS

- ✓ Press Releases
- ✓ On-Air TV
- ✓ On-Air Radio

COMPUTER SKILLS

- ✓ MS Office
- ✓ Google Docs
- ✓ Outlook
- ✓ Parse.ly
- ✓ Wrike
- ✓ Wordpress
- ✓ HTML
- ✓ Dreamweaver
- ✓ Ahrefs KW metrics

CAREER ACCOMPLISHMENTS

- ✓ Created marketing campaigns that are still running almost a decade later.
- ✓ Over 2 million readers at The Penny Hoarder
- ✓ Authored over 60 children's books
- ✓ Published on a broad array of mediums on a wide variety of topics

EDUCATION

Bachelor of Arts Degree in English, Creative Writing emphasis, December 1997
South Dakota State University, Brookings, SD.

PROFESSIONAL EXPERIENCE

Self Employed

July 2005 – Present

Freelance Writer and Copywriter

- Wrote small business marketing articles for Hometown News USA
- Wrote web copy and blog articles for Thompsoncigar.com ecommerce
- Wrote feature articles for Writersweekly.com and Topresume.com
- Wrote greeting cards for Calypso Cards
- Ghost Authored three "Jake Maddox" novels for Capstone Press
- Authored over 60 non-fiction kid's books for a variety of publishers
- Contributed to Gameday Magazine, an unofficial program for MN Twins baseball games
- Blogged as the Northwoods League reporter for MNGameday.com

The Penny Hoarder, St. Petersburg, FL

July 2017 – March 2019

Senior Writer July 2017 – May 2018

- Wrote short, newsy pieces featuring deals, events, or other news
- Wrote feature articles on personal finance topics
- Represented The Penny Hoarder at PR events and in videos
- Wrote across all social media platforms

Senior Branded Content Writer July 2017 – May 2018

- Collaborated with sales team on client selection
- Wrote branded content pieces featuring Penny Hoarder business partner links
- Wrote personal stories showcasing financial successes
- Created SEO-focused seed content for the website

Branded Holdings, Tampa, FL

March 2015 – February 2016

Web Content and Copywriter

- 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 improved articles for debtconsolidation.com and creditloan.com

Stantec, Tampa, FL

June 2014 – December 2014

Communications Specialist (6-month contract)

- Created profiles for new offices, personnel, and projects for use on Stantec.com
- Collected, edited, and produced informational material for weekly eBulletins
- Assisted the PR team with projects when they need a new, creative perspective

Sunny Radio KZOY/The Great Spot Company, Brandon, SD

April 2010 – January 2012

Copywriter/Producer/On-Air Personality

- Created radio advertisements and campaigns for a vast array of businesses
- Voiced and produced radio ads for The Great Spot Company's clients throughout the U.S.
- Recorded a 4-hour afternoon radio show

Mid-West Family Broadcasting, La Crosse, WI

March 2005 – September 2009

Radio Advertising Copywriter

- Wrote over 5,000 radio ads including short-term event ads as well as long-term branding campaigns for over \$1 million worth of clientse
- Taught *Copywriting Basics and Recruitment Copywriting* for the MWF Broadcasting Annual Conference in 2007 and 2008
- Transcribed client testimonial recordings