

Tyrah West

Senior Director of Brand Experience

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Experience

Bedhead Marketing

Senior Director of Brand Experience

2024 - present

- Owns brand development projects including brand positioning, product development research, and visual identity creation.
- Directs social media team for B2B social branding and direct-to-consumer social media campaigns using management tools like Connect 360 to optimize social media presence for clients.

AstraZeneca

Learning Experience Lead, US Oncology

2023 - 2024

- Managed the team responsible for sales capability training, workforce optimization, and implementation of Agile methodology.
- Collaborated with internal and external partners to create customized learning programs.
- Organized and executed large-scale learning events, including the 2024 Oncology Experience.

University of Kentucky

Senior Program Manager, Kentucky AIDS Education and Training Center

2022 - 2023

- Led program employees and activities to enhance the quality of care for individuals with HIV.
- Managed grant allocations to align with program objectives.
- Conducted Crisis Prevention Institute Verbal Intervention training for faculty and leadership.

Tempur Sealy International

Talent Development Manager

2021 - 2022

- Assessed ongoing development requirements and successfully implemented strategies that increased organizational effectiveness for a workforce of over 12,000 employees.
- Managed relationships with the learning management system (LMS) provider and other vendors.
- Facilitated impactful training programs, including Development Dimensions International (DDI) leadership training, onboarding activities, and the annual code of conduct training.

Learning and Development Manager

2020 - 2021

- Assembled an inclusive training team by integrating members from four siloed departments.
- Enhanced content by leveraging new technologies such as Camtasia, Vyond, and Articulate 360.
- Project Managed a multi-year transition from three distinct Enterprise Resource Planning (ERP) platforms to Microsoft AX.

Senior Trainer (Service Excellence Center)

2018 - 2020

- Effectively managed department trainers and conducting thorough audits of content and delivery.
- Revolutionized onboarding by introducing quality assurance data and adult learning principles.
- Identified and problem-solved for training and process gaps by launching special projects such as social media bootcamps and the Convey order tracking process.

In-store Experience Manager

2017 - 2018

- Led the development of captivating in-store displays and brand collateral, strategically repositioning Tempur-Pedic as a bedding industry thought-leader.
- Conceptualized and implemented the Connected Retail Experience, connecting in-store and digital consumer interactions via selector tools, in-store virtual demos, and try-and-rate applications.
- Championed brand advocacy by representing Tempur Sealy brands at industry events.

Continued

Senior National Sales Trainer

2014 - 2017

- Owned salesforce integration training following the 2012 merger of Tempur-Pedic and Sealy.
- Conducted portfolio training sessions for over 4,000 diverse retail sales associates annually.
- Established the Mark Oliver Project, a 2016 TSI Improving Lives award-winning service initiative.
- Contributed to New Product and Brand teams as a member of the Product Advisory Council.
- Achieved certification as a QVC guest and actively supported product sell-through on QVC.

Field Sales Consultant

2012 - 2014

- Surpassed sales targets by delivering impactful, conceptual brand and product training across 70+ retail locations.
- Strategically optimized sales performance by expanding product slots, enhancing merchandising, and leveraging tailored retail sales training programs.
- Chosen for a pilot group to oversee portfolio responsibilities for national accounts.

Macy's Inc.

District Merchandising Manager

2008 - 2010

- Responsible for delivering \$47M in sales through product selection, visual merchandising, and staffing for ten Macy's West locations.
- Led district to a 1% sales increase vs. national average loss of 10% in 2009.
- Analyzed bedding productivity and returns to create a plan that recaptured \$1.7M of revenue as Manager in Charge for Macy's West mattress business.

Sealy Mattress Company

National Accounts Representative

2003 - 2007

- Drove sales at 45 Bay Area stores by training retail sales associates and creating brand advocates.
- Developed nationally used point of purchase materials for Stearns & Foster brand.
- Dominated Macy's West mattress department sales with 75% of balance of share.
- Presented best practices to the entire Sealy sales force at the 2007 national sales meeting.

Education

University of Kentucky

2021 - 2024

- Bachelor's Degree, Liberal Arts with Social Science Focus

The Fashion Institute of Design and Merchandising, San Francisco

2001 - 2003

- Interior Architecture

Dixie State College of Utah

1999 - 2001

- Associate's Degree, General Studies

Skills

- Strong account management and sales skills.
- Balances strategic planning with thorough execution.
- Works collaboratively; builds and leverages relationships for optimal results.
- Innate public speaking and presentation talent.
- Previous Gemological Institute of America (GIA) course work.
- Please visit <https://tyrahwest.jurnoportfolio.com> for work samples.

References available upon request.