

Tyler Elmore

Marketing & Communications Professional

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Professional summary

Marketing & Communications Professional with 13 years of experience driving brand visibility and customer engagement through innovative digital marketing strategies. Skilled in leveraging tools like Adobe Creative Cloud and Salesforce to enhance user experience and streamline communication. Demonstrates a visionary approach in content creation, crafting compelling narratives and leading impactful webinars and events that foster customer success and strengthen brand authority.

Employment history

JUN 2023 - MAR 2024

SAN FRANCISCO

Product Marketing Manager: Customer Success, DocuSign

- Develop marketing materials; enhance customer engagement; improve brand visibility.
- Organize corporate events; manage logistics; boost attendee satisfaction.
- Lead customer webinars; share insights; drive user engagement.
- Produce content; support customer success; elevate brand authority.
- Orchestrated large-scale corporate events, managing booth design and interactive experiences, enhancing DocuSign's visibility at industry gatherings.
- Led thought leadership webinars on change management and user adoption, fostering customer success and strengthening client relationships.
- Crafted impactful blogs and whitepapers, distilling complex product information into accessible content for diverse customer segments.
- Conducted in-depth interviews to capture customer stories, enriching sales narratives and showcasing real-world product impact.

APR 2019 - JUN 2023

SAN FRANCISCO

Marketing & Communications Specialist, DocuSign

- Developed marketing collateral, enhancing brand visibility and customer engagement.
- Led webinars with customer speakers, strengthening industry presence and client relations.
- Managed event projects, ensuring successful presentations and staffing.
- Crafted communication strategies for internal enablement, improving information flow.
- Designed UX for content systems, optimizing user experience and content access.
- Managed diverse communication initiatives, from internal enablement strategies to external promotional content, enhancing organizational cohesion.
- Conducted in-depth customer interviews for compelling case studies, providing valuable insights for sales team and marketing strategies.
- Optimized internal content management systems, improving user experience, and streamlining information accessibility across the organization.

MAY 2019 - DEC 2019

Freelance Social Media Producer, Cooking Light & Eating Well Magazines

- Crafted engaging social media content for multiple platforms, enhancing brand visibility and audience engagement for Cooking Light & Eating Well Magazines.

MAY 2019 - DEC 2019

SAN FRANCISCO

Shop Supervisor (key holder), Outdoor Voices

- Maintained high standards of visual merchandising, ensuring the store consistently met brand guidelines and enhanced the shopping experience.
- Trained and mentored new staff, fostering a supportive team environment that improved overall performance and employee satisfaction.
- Streamlined inventory management processes, leading to noticeable reductions in stock discrepancies and improved product availability.
- Executed daily sales audits to ensure accuracy, contributing to enhanced financial reporting and adherence to company policies.
- Analyzed customer feedback to implement service improvements, resulting in measurable enhancements in client satisfaction scores.
- Promoted seasonal campaigns through effective merchandising strategies, boosting foot traffic and driving sales during peak periods.
- Organized both in-store and in-community events ranging from weekly jogging club, fitness classes, and sponsored events.

AUG 2018 - MAY 2019

SAN FRANCISCO

Brand Representative, Outdoor Voices

- Executed in-store promotions, driving noticeable increases in foot traffic and boosting sales during peak periods.
- Partnered with the marketing team to develop social media campaigns, strengthening online presence and community engagement.
- Implemented feedback loops with customers to refine product offerings, resulting in substantial improvements in customer satisfaction.
- Provided exceptional customer service, addressing inquiries and concerns to ensure a positive shopping environment.
- Trained new brand representatives on customer engagement strategies, fostering a collaborative team atmosphere that enhanced service quality.
- Enhanced product knowledge among team members, leading to improved customer interactions and increased sales conversions.

MAR 2017 - DEC 2018

BROOKLYN

Senior Producer, CNN's 'Anthony Bourdain's Parts Unknown'

- Developed content for CNN's Parts Unknown social media, enhancing audience engagement.
- Launched and managed Instagram account, increasing brand visibility.
- Produced and directed on-site content, ensuring creative consistency.
- Spearheaded creation of Parts Unknown's Instagram account, revolutionize brand engagement and expanding digital footprint across multiple social platforms.
- Orchestrated seamless coordination with CNN social team, freelance producers, and like-publications for content creation and promotional initiatives.
- Drove content strategy across all Parts Unknown CNN branded social media platforms, significantly boosting audience engagement and brand visibility.
- Managed end-to-end content production, including writing, photography editing, and video cutting, ensuring high-quality output across all channels.
- Curated and licensed recipes, commissioned freelance talent, and conceptualized innovative content, elevating Parts Unknown's digital presence.

DEC 2016 - MAR 2017

BROOKLYN

Producer, Roads & Kingdoms

- Produced engaging web posts, enhancing Roads & Kingdoms' online presence.
- Designed website mock-ups for CNN, improving user interface.
- Created newsletter for Anthony Bourdain's 'Parts Unknown', increasing subscriber interaction.
- Produced weekly newsletter, strengthening Roads & Kingdoms' audience connection.
- Spearheaded social media strategy across platforms, boosting engagement and reach for Roads & Kingdoms. Crafted compelling web content and newsletters, including for 'Parts Unknown'.
- Coordinated cross-platform content promotion, fostering brand consistency.
- Partnered with team to produce engaging newsletters, amplifying audience connection and retention.
- Pioneered innovative approaches to digital content, elevating Roads & Kingdoms' online presence.
- Conceptualized and executed impactful design solutions.

JUL 2013 - AUG 2025
WALNUT CREEK

Visual Merchandiser, Crate & Barrel

- Executed visual merchandising strategies that increased product visibility, leading to noticeable sales growth and enhanced customer engagement.
- Developed seasonal display concepts that captivated shoppers, resulting in a marked increase in foot traffic and improved store ambiance.
- Coordinated with marketing and sales teams to align visual presentations with promotional campaigns, strengthening brand messaging and customer connection.
- Analyzed customer feedback and sales data to refine display techniques, achieving substantial improvements in customer satisfaction and purchase rates.

JAN 2013 - JUL 2013

Customer Service Associate, Crate & Barrel

- Resolved customer inquiries efficiently, achieving substantial improvements in response times and overall service ratings.
- Collaborated with team members to streamline inventory processes, ensuring product availability and timely restocking.
- Implemented a customer follow-up system, leading to noticeable results in repeat purchases and customer engagement.
- Maintained accurate company records for custom and inventory orders, contributing to streamlined operations and improved cash management.
- Fostered a positive team environment by actively assisting colleagues, enhancing workplace morale and collaboration.

AUG 2012 - JAN 2013
WALNUT CREEK

Sales Associate, Crate & Barrel

- Cultivated a welcoming atmosphere by delivering personalized assistance, significantly enhancing customer engagement and satisfaction.
- Assisted customers in product selection, leading to increased sales and enhanced customer satisfaction through personalized service.
- Worked closely with team members to organize store displays, resulting in a more inviting shopping environment and improved foot traffic.
- Monitored inventory levels to ensure product availability, preventing stockouts and contributing to a seamless shopping experience.
- Provided training and mentorship to new staff, fostering a supportive team culture and enhancing overall service quality.
- Received "Employee of the Quarter" award my first quarter working with the company

Education

AUG 2015 - 2017
NEW YORK, NEW YORK

Bachelor of Arts in Journalism & Design with a minor in Communication Design, The New School - Eugene Lang College & Parsons School of Design

Graduated with honors and a minor in communication design.

2012 - 2015

PLEASANT HILL, CA

Associates Degree in Journalism, Diablo Valley College

Skills

Adobe Creative Cloud (Experienced)



Salesforce (Skillful)



HTML/CSS (Beginner)



Google Suite (Expert)



Slack (Expert)



Social Media

Microsoft Suite (Experienced)



Highspot (Experienced)



Protools (Skillful)



DocuSign (Experienced)



WordPress (Expert)



Content Creation

Event Planning

Copywriting

Digital Marketing

Customer Engagement

Project Management

UX Design

Email Marketing

Links

LinkedIn

References

REDSOXGURL28@GMAIL.COM	Elizabeth Dias Proofpoint
1 (770) 778-6963	Kristy McKinley DocuSign
CHRISTINE.TORRES@DOCUSIGN.COM	Christine Torres DocuSign
EMILY.ZIEMSKI@GMAIL.COM	Emily Ziemeski Well+Good

Additional information

- Awards
- **James Beard Award** - Roads & Kingdoms: Publication of the Year, Best Food Section
 - **Webby Awards** - Explore Parts Unknown: Best Practices, Best Video Series: Travel