

Tyler Elmore

Marketing & Communications Professional

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Professional summary

I'm a marketing and communications storyteller with over a decade of experience turning brands into conversations people want to join. I blend creativity with strategy, using tools like Adobe Creative Cloud and Salesforce to make every touchpoint feel seamless and engaging. Whether it's designing eye-catching campaigns, crafting narratives that stick, or hosting webinars and events that inspire action, I'm all about creating experiences that spark connection, drive success, and make brands unforgettable.

Employment history

JUN 2023 - MAR 2024

SAN FRANCISCO

Product Marketing Manager: Customer Success, DocuSign

- Lead customer webinars—launched Do More with DocuSign branding and produced the most viewed webinar series on the DocuSign website.
- 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, user guides, infographics, 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 and services impact.
- Fostered collaborative relationships with cross-functional teams, enhancing communication and aligning marketing strategies for increased impact.
- Implemented targeted marketing campaigns that drove substantial improvements in customer engagement and conversion rates.
- Analyzed customer feedback to refine product messaging and implement more efficient services. strategies, resulting in more effective communication and improved customer satisfaction.

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, both internal and customer-facing, 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 the 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.

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.
- Produced and directed on-site content such as feature articles and recipes, ensuring creative consistency.
- Spearheaded the creation of Parts Unknown's Instagram account, revolutionized brand engagement, and expanded the 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 retouching, 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.

Producer, Roads & Kingdoms

- Produced engaging web posts, enhancing Roads & Kingdoms' online presence.
- Designed website mock-ups for CNN, improving the user interface.
- Created two newsletters 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, including for 'Parts Unknown'.
- Coordinated cross-platform content promotion, fostering brand consistency.
- Conceptualized and executed impactful UX design solutions.
- Developed and created Roads & Kingdoms media kit.

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 with a minor in communication design.

2012 - 2015
PLEASANT HILL, CA

Associates Degree in Journalism, Diablo Valley College

Received multiple state journalism awards as co-editor and chief of The DVC Inquirer.

Skills

Adobe Creative Cloud Experienced



Salesforce Skillful



HTML/CSS Beginner



Google Suite Expert



Slack Expert



Social Media

Event Planning

Copywriting

Digital Marketing

Customer Engagement

Microsoft Suite Experienced



Highspot Experienced



Protools Skillful



DocuSign Experienced



WordPress Expert



Content Creation

Project Management

UX Design

Email Marketing

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