

TYLER ELMORE

CREATIVE PRODUCER 📍 BRENTWOOD 94513, UNITED STATES 📞 5106665297

◦ DETAILS ◦

Brentwood 94513
United States
[5106665297](tel:5106665297)
elmoret Tyler1624@gmail.com

◦ SKILLS ◦

Adobe Creative Cloud

Microsoft Suite

Salesforce

Highspot

HTML/CSS

Protools

Google Suite

DocuSign

Slack

WordPress

Social Media

Event Planning

Copywriting

Digital Marketing

Customer Engagement

Content Creation

Project Management

UX Design

Email Marketing

◦ LINKS ◦

[LinkedIn](#)

[Website](#)



PROFILE

I'm a Creative Producer and content strategist who enjoys turning big ideas into clear, memorable experiences across digital, social and live channels. Over the past decade, I've led webinars, in-person events and cross-functional campaigns for both small and large businesses as well as newsrooms—focused on storytelling, customer engagement, and practical content people actually use. I collaborate closely with teams, coach contributors and aim to make complex stories accessible to any audience.



EMPLOYMENT HISTORY

Content & Marketing Producer at Freelance, California

2019 — Present

- Create and execute digital campaigns across social media platforms to promote products and/or content.
- Update the front-end design on websites and help to build cohesive branding across all public-facing platforms.
- Design engaging layouts for print and digital media using tools like WordPress, Adobe Creative Cloud, Miro, etc.
- Produce social media content for various platforms using both video and static imagery.
- Prepare reports and analytics to show quantitative information on performance and engagement across platforms, as well as provide strategies for improvement and/or adjustments.

Market Associate at Tutu's Cafe, Bar, and Market, Lafayette

Nov 2025 — Present

- Create hand-drawn and digital product signage and displays to enhance in-store merchandising.
- Provide customer service, assist with product questions and support daily operations to improve the restaurant and shopping experience.
- Clean and maintain shop displays
- Manage and execute delivery and pick up orders

Product Marketing Manager: Customer Success at DocuSign, San Francisco

Jun 2023 — Mar 2024

- 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.

Marketing & Communications Specialist at DocuSign, San Francisco

Apr 2019 — Jun 2023

- 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.

Freelance Social Media Producer at Cooking Light & Eating Well Magazines

May 2019 — Dec 2019

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

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

Mar 2017 — Dec 2018

- 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 at Roads & Kingdoms

Dec 2016 — Mar 2017

- 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

- **Bachelor of Arts in Journalism & Design with a minor in Communication Design, The New School - Eugene Lang College & Parsons School of Design, New York**
2012 — 2015
Graduated with honors with a minor in communication design.
- **Associates Degree in Journalism, Diablo Valley College, Pleasant Hill**
Received multiple state journalism awards as co-editor and chief of The DVC Inquirer.

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**

REFERENCES

- **Elizabeth Dias from DocuSign**
redsoxgurl28@gmail.com · (636) 443-9564
- **Kristy McKinley from DocuSign**
[linkedin.com/in/kristy-mckinley](https://www.linkedin.com/in/kristy-mckinley) · (770) 778-6963
- **Christine Torres from DocuSign**
christine.torres@docusign.com
- **Emily Ziemski from Roads & Kingdoms**
emily.ziemski@gmail.com · (508) 648-0953