Tyler Esterly

storyteller, leader, creative

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EXPERIENCE

LD&B Insurance and Financial Services **Harrisonburg, VA**
Marketing Communications Intern *January 2024 – Present*

- Curate & create social content for 5 divisions including holidays and evergreen content for LinkedIn, Facebook, and Instagram.
- Collaborate with cross-functional teams to coordinate marketing initiatives and ensure alignment with division objectives.
- Utilize analytics and KPI's to evaluate platform performance, providing insights for optimization.
- Organize both internal employee and external client events, successfully planning and executing.

Scratch Pad **Harrisonburg, VA**
President *August 2023 – Present*

- Promote agency services to local Harrisonburg clients by partnering with the Professional Sales Club, providing students with paid hands-on experience
- Manage research and art departments to complete tasks within deadline for the National Student Advertising Competition
- Accumulate over 200+ interested members representing the agency at campus events and club fairs
- Lead 13+ weekly meetings with executive and associate teams, managing agency logistics & scheduling

American Marketing Association, James Madison University Chapter **Harrisonburg, VA**
President *August 2022 – Present*

- Direct the completion of the Case Competition for annual collegiate conference abroad, placing top 10
- Plan, develop, and present 13 executive and general body meetings a semester
- Recruit over 250+ interested members by representing the chapter at campus events and club fairs
- Oversee 8 departments including finance, membership, professional development, project management, marketing, finance, and social

Brewbike JMU **Harrisonburg, VA**
Campus Chief Marketing Officer *January 2022 – May 2022*

- Collected 150+ detailed customer profiles to generate campaign data research
- Independently built and executed 5+ campaigns in partnership with local businesses & organizations
- Improved email and SMS subscriber count up by 200%
- Led bi-weekly meetings with JMU Dining Services to integrate Brewbike into JMU's marketing

EDUCATION

James Madison University **Harrisonburg, VA**
Bachelor of Business Administration, Marketing Major *Expected December 2024*

- Digital Marketing and European Business Concentration
- Dean's List (Fall 2021, Spring 2023, Fall 2023)

University of Antwerp School of Business and Economics **Antwerp, Belgium**
Bachelor of Business Administration, Marketing *May 2023 – August 2023*

- Dean's List (Summer 2023)

SKILLS AND EXTRACURRICULARS

- Adobe Certified Professional in Photoshop, InDesign, and Illustrator
- Collegiate Social Media Ambassador for Monster Energy Up & Up
- Member of Beta Gamma Sigma Honor Society and Delta Mu Sigma Digital Marketing Honor Society
- HubSpot Digital Marketing Certified, and Hootsuite Platform & Social Media Marketing Certified
- Brother of Phi Chi Theta, Professional Business Fraternity, Delta Sigma Chapter
- Founding Chapter Member of Alpha Lambda Delta National Honor Society