Tyler Esterly

storyteller, leader, creative, innovator

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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, Spring 2024)

University of Antwerp School of Business and Economics **Antwerp, Belgium**

Bachelor of Business Administration, Marketing Major *May 2023 – August 2023*

- Dean's List (Summer 2023)

EXPERIENCE

LD&B Insurance and Financial Services **Harrisonburg, VA**

Marketing & Communications Intern *January 2024 – July 2024*

- Curate & create social campaigns and content for 5 divisions including Personal, Commercial, Financial, Emp. Benefits, for LinkedIn, Facebook, and Instagram.
- Collaborate with non-profit businesses and initiatives within the community to promote personal and commercial services.
- Organize & executive both internal & external events, designing invitations, decor and signage.
- Reviewed 15+ LinkedIn Profiles and provided an in-depth review of improvements to sales employees, totaling 140 pages of suggestions and edits.

Scratch Pad **Harrisonburg, VA**

President *August 2023 – July 2024*

- Monitor client accounts, negotiate contracts, & 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, placing 9th in the country against 100+ schools.
- Accumulate 200+ interested members while representing the agency at campus events, networking events and club fairs.
- Lead 15+ weekly meetings with executive and associate teams, managing agency logistics & scheduling.

American Marketing Association, James Madison University Chapter **Harrisonburg, VA**

President *August 2022 – July 2024*

- Direct the completion of the Case Competition for annual collegiate conference abroad, placing top 10 internationally in 2022.
- Plan, develop, and present 15+ executive and general body meetings with guest speakers & workshops.
- Recruit over 250+ interested members by representing the chapter at campus events and club fairs.
- Oversee 8 department teams including finance, membership, professional development, project management, marketing, finance, and social, managing scheduling and task completion.

Brewbike JMU **Harrisonburg, VA**

Campus Chief Marketing Officer *January 2022 – May 2022*

- Collected 150+ customer profiles to generate campaign data research when customers check out.
- Independently built and executed 5+ campaigns in partnership with local businesses & organizations.
- Created and increased SMS, Social, and Email content improving subscriber count by 200%.
- Participated in meetings with other campus teams to develop nationwide marketing strategies & tactics.

SKILLS & EXTRACURRICULARS

- Adobe Certified Professional in Photoshop, InDesign, and Illustrator
- Certified Ethical Leader by NASBA Center for the Public Trust
- HubSpot Digital Marketing, SEO, & Content Marketing Certified
- SEMrush Platform, SEO, Social Media, Content Marketing, & Analytics Certified
- Hootsuite Platform & Social Media Marketing Certified
- Member of ΦΧΘ Professional Business Fraternity, ΒΓΣ International Business Honor Society, ΔΜΣ Digital Marketing Honor Society, MKT Marketing Honor Society, and ΑΛΔ National Honor Society for First Year Success