

TYLER MAYFORTH

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- 8+ years of experience spearheading digital media initiatives as Communications Professional
- Grew multiple social media accounts 25k+ followers using only organic reach and \$0 ad spend
- Research trends and identified strategies to spur record website traffic and generate revenue

Professional Experience

Communications Manager – *U.S. Track & Field and Cross Country Coaches Association* 2018-Present
USTFCCCA Socials & Website - [Twitter](#) (58.7k) | [Instagram](#) (27.8k) | [Facebook](#) (7.1k) | [Website](#)

- Drove record website traffic in 2021 by forming organic digital content strategy through meticulous planning and measuring content effectiveness. Broke six-year-old website records for page views and unique users by +7% on website with 4.5MM+ page views & 1MM+ unique users annually
- Leverage social media to increase conversions and to expand and promote growing brand profile
 - Surpassed 6.5MM+ combined impressions – including 4.5MM+ on Twitter – through yearlong campaign entitled “#NCAATF x The Century” during the height of the COVID-19 pandemic
 - Exceeded +80% YOY follower growth on main Instagram account in back-to-back years by analyzing metrics and programming content execution strategy to centralize growing audience
 - Attained 900k combined interactions in 2021 through Instagram and Twitter alone
 - Delivered +6% annual website users from social media accounts each year since 2018
- Direct team of +2 Communications Assistants and plan brand direction and digital strategy by defining expectations for content goals that enable a clear plan for growth and quarterly refinement, if needed

Communications Assistant – *U.S. Track & Field and Cross Country Coaches Association* 2015-2018

- Collaborated with Communications Manager to develop cohesive digital content strategy
- Revamped and leveraged social media accounts to increase conversions and grow brand profile
 - Maximized Twitter to surpass 15k link clicks on account with 29.1k followers at the time
 - Achieved +20% YOY engagement in both 2017 & 2018 across all social media channels
 - Reinvigorated dormant Instagram account, reaching +110% YOY growth & retention

Online Producer & Designer – *Athens Banner-Herald* 2014-2015

- Produced newspaper copy under strict deadline pressure and coordinated website content through targeted SEO keywords to drive engagement/views to OnlineAthens.com and various digital properties

Sports Editor – *San Marcos Daily Record* 2013-2014

- Stimulated web traffic to sports page of sanmarcosrecord.com by +15% YoY after overhauling content plan and employing organic reach on burgeoning Facebook and Twitter pages to accelerate conversion rate

Technical Skills

Twitter | Facebook | Instagram | Adobe Creative Suite | Organic Reach | Paid Advertising | Graphic Design
HTML | Microsoft Office Suite | SEO | WordPress (.org) | Drupal CMS | Strategic Planning | Copy Editing

Education

Bachelor of Arts in English – University of Delaware