

# TYLER SAMS

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## EDUCATION

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**California Polytechnic State University, San Luis Obispo**

**Bachelor of Science: Business Administration, Concentration: Marketing Management**

San Luis Obispo, CA

Expected June, 2018

Overall GPA: 3.79

Leadership and Involvement:

- *American Marketing Association*
- *Cal Poly Triathlon Club*
- *Cal Poly Entrepreneurs Club*

## EXPERIENCE

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*Palram Americas*

Folsom, CA

**Title: Contracted Marketing Specialist**

*June 2016 – present*

- Directed and edited instructional videos for product comparisons
- Researched and identified social media platforms and video hosting sites
- Performed market research to uncover new marketing opportunities
- Animated existing company videos for more consistent viewing
- Developed foundation for marketing internship program

*Tyler Sams Video Productions*

Folsom, CA

**Title: Founder/Video Producer**

*Aug. 2015 - present*

- Developed successful and profitable start-up video business
- Met with business owners and leaders to understand company goals and objectives
- Created and launched video campaigns for Pacful, True North, Barre, and a number of vacation rental properties
- Proficient in Final Cut Pro X, Adobe Photoshop, Adobe Lightroom, and Adobe Illustrator

*ClickSpring*

Roseville, CA

**Title: Digital Marketing Intern**

*Feb. 2016 – May 2016*

- Wrote content to be used on blogs for B2B marketing
- Developed and created advertisements for Facebook, Twitter, Instagram, and Pinterest
- Used Google Analytics to understand and predict consumer trends
- Assisted in the design and publication of websites on GoDaddy and WordPress with SEO optimization
- Designed and executed email campaigns for company blogs
- Created and published content on all social media platforms for various businesses in the greater Sacramento area

## VOLUNTEER EXPERIENCE

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**Folsom Lake Symphony:**

*Sep. 2015, 2016*

- Created slideshow video showcasing sponsors at annual fundraising gala

## SKILLS

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**Software:** Adobe (Lightroom, Photoshop, Illustrator, Premier), Final Cut Pro X, Microsoft Office

**Social Media:** All Social Media Platforms, Hootsuite, MailChimp

**Photography/Videography:** Portraits, Landscape, Timelapse, Action