

# Tyler Allen

Content Marketer | SEO Copywriter | Creative Strategist

206-818-0986 | TylerAllen.AI@outlook.com | Seattle, WA 98117 | linkedin.com/in/tylerallen-ai | tylerallen.ai

## Summary

SEO copywriter and creative strategist merging data, content marketing, and brand storytelling. I approach every project with both a writer's instinct and a strategist's mind, focused on building content systems that are memorable, audience-first, and built to brand.

## Professional Skills

Content Marketing | SEO Copywriting | Brand Storytelling | Content Strategy | Creative Strategy | Campaign Concepting | Audience Research | Editorial Planning | Content Systems | Style Guides | Visual Storytelling | Social Media Content | Ad Copywriting | Email Copywriting | Landing Page Copy | Brand Voice Development | UX Writing | UX/UI | Marketing Collateral | Design Thinking | Typography | Visual Hierarchy | Layout Design

## Technical Skills

WordPress | Webflow | Google Analytics | Google Search Console | SEO Tools | A/B Testing | Content Management Systems | Email Marketing Platforms | Social Media Management | HTML5 | CSS3 | Figma | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Canva | ChatGPT | Midjourney | Claude | Google Workspace | Microsoft Office | Asana | Trello | Asset Management

## Professional Experience

**Content Marketer | SEO Copywriter | Creative Strategist** | *TylerAllen.AI* | Remote | Jan 2024 - Present

- Created original brand identity systems for clients such as the National Stuttering Association
- Wrote SEO-driven copy for brand, email, and social media marketing assets
- Designed digital experiences combining written strategy with visual execution in Figma and Canva

**Flex Clerk** | *PCC Ballard* | Seattle, WA | Jan 2026 - Present

- Provide customer service across deli and kitchen departments in a high volume specialty grocer

**Shift Lead** | *Jimbo's* | San Diego, CA | March 2020 - Nov 2025

- Supported daily operations across multiple departments and trained incoming staff

## Education

**English, BA** | *University of San Francisco* | San Francisco, CA | 2016 - 2019

**High School Diploma** | *Scripps Ranch High School* | San Diego, CA | 2010 - 2014