

TYLER HAYES MCCORMICK

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CREATOR ECONOMY | INFLUENCER MARKETING | PARTNERSHIPS

Emerging marketing professional with firsthand experience as a successful digital creator and practical understanding of how creators build audiences, respond to trends, engage communities and evaluate platform opportunities. Built an entertainment platform generating **12M+ organic views, 20K+ followers and 2.3M likes**. Brings creator-side perspective to influencer marketing, partnerships, campaign support and community engagement.

CORE SKILLS

Creator Economy	Trend Identification	Consumer Behavior
Influencer Marketing	Social Media Strategy	Entertainment Marketing
Creator Relations	Campaign Support	Relationship Building
Audience Development	Community Engagement	Marketing Communications
Partnership Support	Content Strategy	Platform Analytics
Digital Communities	Creator Research	

EXPERIENCE

Independent Content Creator / Social Media Strategist. 2020–Present

- Built and manage an independent entertainment content platform with 20K+ followers and more than 12M organic views.
- Produced viral short-form content including posts reaching 5.1M and 4.1M views.
- Developed firsthand knowledge of creator incentives, platform programs, audience expectations and content-performance dynamics.
- Monetized content through creator programs, platform incentives and music promotion opportunities.
- Networked and collaborated with smaller creators, sharing growth strategies and content-development techniques.
- Study emerging creators, content formats, trends, fandoms and platform behavior.
- Use audience analytics and content performance to guide creative decisions.
- Understand creator priorities from both marketing and creator perspectives.

LEADERSHIP + RELATIONSHIP MANAGEMENT

Vice President of External Affairs — Sigma Tau Gamma

- Serve as liaison between the organization and outside stakeholders.
- Support community outreach, external partnerships, recruitment and events.
- Helped coordinate an American Red Cross blood drive.
- Supported charity event raising more than \$1,000.

ADDITIONAL CUSTOMER EXPERIENCE

PrecisionMD Wellness — Patient Services Coordinator, May–August 2024

- Managed patient-facing communication, scheduling and front-office interactions requiring discretion, professionalism and responsiveness.

EDUCATION

Auburn University, B.S. Marketing | December 2026

Relevant Coursework: Consumer Behavior, Digital Marketing, Professional Selling, Brand Management, Marketing Research, Business Communications

CERTIFICATIONS

Microsoft Excel Expert	HubSpot Social Media	Google Analytics
HubSpot Content Marketing	Marketing	HubSpot Inbound Marketing