

TYLER HAYES MCCORMICK

Auburn, AL | Decatur, AL | 256.937.8952 | tylermccormick@gmail.com |
linkedin.com/in/tylerhayesmccormick

BUSINESS DEVELOPMENT | SALES DEVELOPMENT | GROWTH

Entrepreneurial marketing professional with demonstrated ability to build an audience from zero, identify consumer interests, test growth strategies and generate measurable results independently. Created a digital platform reaching **20K+ followers, 12M+ organic views and 2.3M likes**, while developing practical experience in customer communication, leadership, relationship building, professional selling and digital marketing.

CORE SKILLS

Business Development
Sales Development
Relationship Building
Prospect Research
Consumer Behavior
Professional Selling
Marketing Strategy
Audience Development
Market Research

Persuasive Communication
Growth Strategy
Customer Engagement
Presentation Skills
Data Analysis
Excel
Digital Marketing
Entrepreneurial Thinking
Adaptability

ENTREPRENEURIAL EXPERIENCE

Independent Content Creator / Digital Media Entrepreneur

2020–Present

- Built a digital media property from the ground up without formal organizational support.
- Developed and executed growth strategy resulting in 20K+ followers, 12M+ views and approximately 2.3M likes.
- Identify audience interests, behavioral trends and emerging opportunities.
- Experiment with different approaches, measure results and adjust strategy based on performance.
- Generated revenue through creator programs, platform incentives and promotional opportunities.
- Networked with other creators and exchanged growth strategies and market insights.
- Developed firsthand experience building something where performance and results directly affected opportunity.

CUSTOMER-FACING EXPERIENCE

PrecisionMD Wellness — Patient Services Coordinator

May–August 2024

- Served as first point of contact for patients.
- Managed scheduling and customer interactions.

- Communicated professionally in a high-trust environment.
- Handled competing priorities and confidential information.

The Brick Deli & Tavern — Deli Associate

2019–April 2022

- Provided direct customer service.
- Managed order accuracy and customer needs.
- Developed communication, reliability and service skills.

LEADERSHIP

Vice President of External Affairs — Sigma Tau Gamma

- Represent organization to external stakeholders.
- Support partnerships, outreach, recruitment and relationship-building activities.
- Helped coordinate community events including an American Red Cross blood drive.
- Supported a charity event raising more than \$1,000.

EDUCATION

Auburn University

B.S. Marketing | Expected December 2026

Relevant Coursework:

Professional Selling
Consumer Behavior
Marketing Research
Finance

Business Communications
Digital Marketing
Marketing Analytics

CERTIFICATIONS

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