

TYLER HAYES MCCORMICK

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GAMING | ENTERTAINMENT | DIGITAL COMMUNITY MARKETING

Marketing professional and digital creator combining measurable social-media performance with deep knowledge of gaming, entertainment, anime, television, movies, fandom communities and Gen Z digital culture. Built and grew an entertainment content platform to **12M+ organic views, 20K+ followers and approximately 2.3M likes** through content strategy, audience analysis and trend identification.

INDUSTRY KNOWLEDGE

Gaming Culture	Anime	Gen Z Culture
Gaming Communities	Television	Digital Communities
E-sports	Movies	Creator Economy
Live-Service Gaming	Streaming	Entertainment Content
Gaming Hardware	Fandoms	Social Platforms

MARKETING SKILLS

Entertainment Marketing	Audience Development	Creator Marketing
Gaming Marketing	Digital Storytelling	Influencer Marketing
Social Media Strategy	Video Editing	Brand Awareness
Content Strategy	Trend Analysis	Market Research
Community Engagement	Fandom Behavior	Audience Retention

EXPERIENCE

Independent Content Creator / Social Media Strategist, 2020–Present

- Build entertainment-focused content for digital audiences across anime, television, movies and pop culture.
- Generated more than 12M organic views and approximately 2.3M likes.
- Grew audience to 20K+ followers.
- Produced 11 videos surpassing 100K views, including videos reaching approximately 5.1M and 4.1M views.
- Monitor entertainment conversations, fandom behavior, emerging topics and digital trends.
- Analyze how audiences discover, consume, share and respond to entertainment content.
- Develop content based on audience interests, trend timing and retention behavior.
- Study content and promotional approaches used by entertainment creators, gaming publishers and technology brands.

GAMING & ENTERTAINMENT CONTENT DEVELOPMENT

- Maintain strong familiarity with gaming trends, digital communities, gaming culture, live-service ecosystems, esports and emerging gaming technologies.
- Study fandom engagement across gaming, anime, television, streaming and entertainment platforms.
- Evaluate promotional strategies used by publishers, brands, creators and technology companies.

LEADERSHIP

Vice President of External Affairs — Sigma Tau Gamma

External representation	Community engagement	Outreach
Relationship building	Event coordination	Stakeholder communication

EDUCATION

Auburn University, B.S. Marketing | Expected December 2026

CERTIFICATIONS + TOOLS

Microsoft Excel Expert	HubSpot Inbound Marketing	Google Analytics
Google Analytics	CapCut Pro	HubSpot
HubSpot Content Marketing	Adobe Premiere Pro	Java
HubSpot Social Media Marketing	Excel	C+