

TYLER HAYES MCCORMICK

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GROWTH MARKETING | DIGITAL ANALYTICS | AUDIENCE ACQUISITION

Analytical marketing professional with proven experience using content experimentation, trend analysis and performance data to grow a digital audience to **20K+ followers, 12M+ organic views and approximately 2.3M likes**. Combines growth-oriented marketing experience with Microsoft Excel expertise, Google Analytics, HubSpot training and technical coursework in programming and engineering foundations.

CORE SKILLS

Growth Marketing	Conversion-Focused Thinking	Market Research
Digital Marketing	Consumer Behavior	Trend Analysis
Organic Acquisition	Campaign Analysis	Data-Driven Decision Making
Performance Analysis	Excel	Java
Content Testing	Google Analytics	C++
Audience Acquisition	HubSpot	
Marketing Analytics	A/B Testing Concepts	

EXPERIENCE

Independent Content Creator / Social Media Growth Strategist, 2020–Present

- Built a digital audience to 20K+ followers through entirely organic growth strategies.
- Generated more than 12M cumulative views and approximately 2.3M likes.
- Used iterative experimentation with format, timing, hooks, pacing and subject matter to improve content performance.
- Analyzed platform-native performance metrics to identify characteristics associated with higher reach and retention.
- Reached 10K followers within the first three months of focused growth.
- After an extended break, used renewed content testing to approximately double audience size from 10K to 20K.
- Research platform trends, algorithm changes and audience behavior to identify growth opportunities.
- Apply pattern recognition and marketing principles to content acquisition and retention.

ANALYTICS + TECHNICAL

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

Programming Exposure: Java, C++

Tools: Excel, Google Analytics, HubSpot, CapCut Pro, Adobe Premiere Pro

EDUCATION

Auburn University

Bachelor of Science in Marketing | Expected December 2026

Relevant Coursework: Marketing Analytics, Digital Marketing, Consumer Behavior, Marketing Research, Finance, Programming Foundations, Engineering Foundations, Brand Management

ADDITIONAL EXPERIENCE

PrecisionMD Wellness — Patient Services Coordinator | May–Aug. 2024

Turner Construction — Construction Crew Member | May–Aug. 2022

The Brick Deli & Tavern — Deli Associate | 2019–April 2022