



A2 Achieve Assessment for Tyler McCormick Career Direction & Positioning Roadmap

CURRENT SNAPSHOT

Tyler McCormick is a senior at Auburn University pursuing a Bachelor of Science in Marketing with an expected graduation date of December 2026. He is creative, analytical, highly adaptable, technically fluent, and unusually strong at recognizing systems, trends, patterns, and audience behavior.

Tyler's profile is not best understood through a traditional student resume lens. A standard resume may understate his strongest value because his most marketable experience did not come from a classroom assignment or a formal internship. It came from building a real digital audience.

Tyler has grown a personal content platform to more than 20,000 followers, generated more than 12 million views, accumulated approximately 2.3 million likes, produced 11 videos with more than 100,000 views, and created individual videos reaching 5.1 million and 4.1 million views. That is not just a hobby; it is measurable marketing proof.

INITIAL IMPRESSION

Traditional resumes may underestimate Tyler's:

- High intelligence
- Fast pattern recognition
- Creativity
- Audience instincts
- Viral content proof
- Technical adaptability
- Marketing education
- Multi-discipline exposure to software, finance, sales, marketing, and engineering foundations
- Understanding of Gen Z digital behavior
- Gaming and entertainment industry awareness
- Ability to learn tools quickly
- Entrepreneurial mindset

Tyler does not fit neatly into the "entry-level marketing graduate" category. He has more practical proof of audience engagement than many students with internships. The challenge is making employers understand that his creator experience is not random or casual. It is evidence of real marketing ability.

CORE POSITIONING STATEMENT

Tyler should be positioned as:

A growth-focused digital marketing graduate with proven audience development results, viral content experience, technical adaptability, and strong instincts for social media, gaming, entertainment, and Gen Z consumer behavior.

His story should not be centered on GPA. His story should be centered on proof, and the main proof points are:

- 20,000+ followers
- 12 million+ views
- 2.3 million+ likes
- 11 videos over 100,000 views
- 5.1 million views on highest-performing video
- 10,000 followers gained in first 3 months
- Ability to return after a break and quickly double audience size
- Monetization potential through creator programs and music promotion
- Self-taught editing and platform growth strategy
- Marketing degree and technical coursework
- Excel, HubSpot, and Google Analytics certifications

CAREER GOAL ASSESSMENT

Tyler wants freedom, high earning potential, flexibility, room for hobbies, and the ability to travel. He is drawn to stability, creator entrepreneurship, and startup growth. He likes the idea of earning more when he works more, but he also values the security of a stable foundation.

This suggests that Tyler's strongest early career strategy may be a hybrid path:

Stable growth-oriented job + creator/business side path.

This does not mean he should settle for a boring marketing job. It means he should look for work that gives him income, skills, contacts, and credibility while continuing to build high-upside creator, freelance, or entrepreneurial opportunities on the side.

A good early-career path should give him:

- Digital marketing experience
- Measurable growth responsibility
- Exposure to social media, content, ads, creator partnerships, or sales
- Portfolio-building results
- Remote or hybrid potential
- High earning upside over time
- Freedom to continue creative work outside the job

BEST-FIT CAREER PATHS

Tier 1: Strongest Fits

Social Media Growth / Content Marketing

This is one of Tyler's strongest fits because he already has proof that he understands attention, short-form video, pacing, platform behavior, and audience response. Many entry-level candidates claim to understand social media. Tyler can show measurable results.

Creator Economy / Influencer Marketing

Tyler understands how creators think because he is one. This gives him an advantage in roles involving influencer outreach, creator partnerships, campaign support, talent growth, social strategy, or brand collaborations.

Performance Marketing

Tyler's pattern recognition, analytics comfort, Excel skills, and interest in measurable results could translate well into paid social, ad testing, campaign analysis, conversion-focused marketing, or growth marketing. This path may give him both creativity and numbers.

Gaming / Entertainment Marketing

Tyler has deep personal knowledge of gaming, entertainment, anime, television, movies, fandom communities, and digital culture. This gives him industry fluency that could be valuable for gaming companies, entertainment brands, streaming-related companies, esports organizations, agencies, and creator-focused platforms.

Startup Growth Operator

Tyler may thrive in a fast-moving environment where one person wears multiple hats and results matter. Startup growth roles could allow him to combine marketing, content, research, analytics, testing, and creative strategy.

Sales / Business Development

Tyler is money motivated, interested in high upside, and comfortable betting on himself. Tech sales, media sales, advertising sales, creator economy sales, or business development could eventually be strong fits. However, he may need interview practice and confidence-building before leaning fully into this path.

Tier 2: Entrepreneurial Paths

Short-Form Video Agency / Freelance Editing

Tyler could offer short-form content editing, TikTok strategy, or growth support to local businesses, creators, athletes, campus organizations, or small brands.

Gaming / Entertainment Content Brand

He could continue building his own faceless media brand around entertainment, gaming, anime, or pop culture.

TikTok Growth Consulting for Local Businesses

Tyler could help local companies understand short-form content, posting strategy, editing, hooks, and platform behavior. This could become a side hustle or future agency path.

Creator Portfolio / Personal Brand

Even if his current content remains faceless, he can still build a professional portfolio that explains his growth process, results, and strategy without overexposing the account if he prefers privacy.

Tier 3: Less Ideal

Tyler may struggle in roles that are:

- Highly repetitive
- Bureaucratic
- Slow-moving
- Overly administrative
- Low-autonomy
- Disconnected from results
- Focused on long approval chains
- Too far removed from digital culture

This does not mean he cannot do those jobs. It means those jobs are less likely to bring out his strongest performance.

TYLER'S HIDDEN CAREER ADVANTAGE

Most marketing graduates can say they took marketing classes. Tyler can say he has actually earned attention and that matters.

He has built an audience, studied trends, created repeatable content systems, edited short-form videos, analyzed performance, adapted to algorithm behavior, and generated millions of views without paid advertising. This is the kind of real-world proof that many employers want but do not always know how to identify in a young candidate.

His hidden advantage is the combination of:

- Marketing education
- Creator experience
- Analytics comfort
- Trend recognition
- Youth market understanding
- Entertainment fluency
- Gaming knowledge
- Technical adaptability
- Entrepreneurial instincts

STRENGTHS TO EMPHASIZE

1. Viral Proof

Tyler's strongest differentiator is that he has built measurable social media traction. His resume should make this impossible to miss.

Key language:

- Organic audience growth
- 12M+ views
- 20K+ followers
- 2.3M likes
- Viral content strategy
- Short-form video performance
- Audience retention
- Platform analytics

2. Pattern Recognition

Tyler's ACT improvement story is actually useful. He studied old tests, identified patterns, and improved his score. That same pattern-recognition ability shows up in content, trends, audience behavior, systems, and digital growth.

3. Fast Technical Learning

Tyler learns software quickly, has coding background in Java and C++, is comfortable with analytics dashboards, and is Excel certified. This gives him a stronger technical base than many marketing students.

4. Audience Instincts

Tyler understands pacing, hooks, fandoms, trends, and what makes people keep watching. That is valuable for social media, creator economy, entertainment, gaming, advertising, and growth roles.

5. Entrepreneurial Thinking

Tyler built something independently. He created content, tested strategies, gained followers, monetized opportunities, and improved without a manager assigning tasks. That shows initiative.

6. Leadership Potential

His VP of External Affairs role adds credibility beyond content creation. It shows external communication, relationship management, representation, and organizational leadership.

CURRENT GAPS

Gap 1: Formal Marketing Experience

Tyler has strong creator experience, but he needs to translate it into business language. Employers need to see that his content platform connects to marketing functions such as campaign development, performance analytics, audience growth, brand awareness, and consumer behavior.

Gap 2: Interview Confidence

Tyler's answers show high ability, but he may need help explaining his value in interviews without sounding casual about his content success or uncertain about his direction.

Gap 3: Traditional Experience Details

The working resume still needs dates and employer names for the medical clinic, construction, and deli roles. Those details will help round out the resume and show broader work history.

Gap 4: Public-Facing Professional Brand

Tyler's LinkedIn should clearly communicate that he is a marketing student with creator proof, analytics ability, and interest in growth-focused roles. Right now, the challenge is making his digital success look professionally relevant.

Gap 5: Clear Role Target

Tyler has many possible paths. The next step is not choosing one forever. The next step is choosing the strongest first target.

Recommended initial targets:

- Social Media Strategist
- Content Marketing Specialist
- Creator Partnerships Associate
- Digital Marketing Associate
- Growth Marketing Associate
- Influencer Marketing Coordinator
- Gaming/Entertainment Marketing Assistant
- Business Development Representative in media, tech, or marketing

RECOMMENDED CAREER STRATEGY

Tyler should pursue a two-track strategy.

Track 1: Stable Career Foundation

Target a marketing, growth, content, sales, or creator economy role that gives him income, structure, business experience, and professional credibility.

Best-fit job environments:

- Startups
- Agencies
- Creator economy companies
- Gaming companies
- Entertainment brands
- Tech companies
- Social media teams
- Performance marketing teams
- Influencer marketing agencies
- Digital advertising companies

Track 2: High-Upside Side Path

Continue building creator, freelance, consulting, or entrepreneurial opportunities.

Possible side paths:

- Continue growing his current platform
- Build a short-form video editing service
- Offer TikTok/content strategy to local businesses
- Create a faceless content brand
- Build a niche gaming or entertainment media page
- Help creators with editing and growth strategy
- Develop a content case study portfolio

The goal is not to choose stability or freedom. The goal is to build stability that funds freedom.

SIX-MONTH ACTION PLAN

Step 1: Build a Results-First Resume

Tyler's resume should lead with measurable content results, not GPA. The top third of the resume should clearly show:

- Marketing degree
- 12M+ views
- 20K+ followers
- 2.3M likes
- Short-form content strategy
- Audience growth
- Analytics and Excel certification
- HubSpot / Google Analytics certifications

Step 2: Create a Creator Portfolio

Tyler should build a simple portfolio or case study document.

Suggested sections:

- Platform overview
- Audience size
- Total views
- Total likes
- Best-performing videos
- Growth timeline
- Strategy used
- Editing tools
- Lessons learned
- Monetization examples
- Screenshots of analytics
- Sample content types
- What brands can learn from the account

This portfolio can protect his privacy while still proving his results.

Step 3: Update LinkedIn

LinkedIn should position Tyler as a digital marketer and audience-growth strategist, not just a student. Recommended headline:

Marketing Student | Social Media Growth Strategist | 12M+ Organic Views | Content, Gaming & Entertainment Marketing

Step 4: Build Interview Stories

Tyler should prepare stories around:

1. Growing to 10,000 followers in three months
2. Returning after a five-month break and reaching 20,000 followers
3. Creating a 5.1 million-view video
4. Studying trends and audience behavior
5. Monetizing content
6. Learning tools quickly
7. VP of External Affairs leadership
8. Improving ACT score through pattern recognition
9. Learning Java/C++ and realizing he preferred marketing/tech intersection
10. Why he wants freedom and high-growth work

Step 5: Apply for the Right Roles

Tyler should avoid only searching “marketing coordinator.” He should search for role titles that match his strengths.

Recommended search terms:

- Social Media Coordinator
- Social Media Strategist
- Content Marketing Associate
- Digital Marketing Associate
- Growth Marketing Associate
- Creator Partnerships Associate
- Influencer Marketing Coordinator
- Community Manager
- Gaming Marketing Intern / Associate
- Entertainment Marketing Assistant
- Performance Marketing Associate
- Paid Social Associate
- Business Development Representative
- Sales Development Representative
- Startup Growth Associate
- Brand Marketing Associate

Step 6: Strengthen Technical Marketing Skills

Recommended next certifications:

- Google Ads
- Meta Blueprint
- HubSpot Inbound Marketing
- Hootsuite Social Marketing

Recommended practical skills:

- Meta Business Suite
- Canva
- Google Ads
- TikTok Ads Manager
- YouTube Studio
- Notion or Airtable
- Basic SEO
- Email marketing platforms
- Portfolio/case study creation

HOW TYLER SHOULD TALK ABOUT HIS CREATOR EXPERIENCE

Tyler should avoid saying:

“I make TikToks.”

He should say:

I built and managed a short-form entertainment content platform that generated more than 12 million organic views, 2.3 million likes, and over 20,000 followers. Through that process, I learned how to study audience behavior, identify trends, edit for retention, test content formats, and use platform analytics to improve performance.

That is the professional translation.

HOW TYLER SHOULD TALK ABOUT CAREER DIRECTION

A strong answer would be:

I'm interested in roles where marketing, content, analytics, and growth overlap. I've had success building an organic audience through short-form video, and I want to apply that experience in a business setting. I'm especially interested in social media strategy, content marketing, creator economy, gaming, entertainment, technology, or growth-focused roles where performance can be measured and improved over time.

BEST EARLY CAREER STRATEGY

Tyler should not choose the most traditional role just because it feels safe. He should choose the role that builds leverage.

The best first job should help him gain at least two of the following:

- Marketing experience
- Sales experience
- Content strategy experience
- Analytics experience
- Creator economy exposure
- Paid ads experience
- Business development experience
- Startup or agency experience
- Portfolio results
- Industry connections
- Remote/hybrid flexibility
- Higher earning upside

A2 ACHIEVE SUMMARY

Tyler's strongest career advantage is that he has already proven he can earn attention in a crowded digital environment. That is rare.

His resume should not hide that behind a traditional student format. It should lead with results, audience growth, and marketing relevance.

Tyler is likely to perform best in a path that combines stability and upside. He should pursue a real marketing, growth, content, sales, or creator economy role while continuing to build his own creative and entrepreneurial projects on the side.

His future career should be built around:

- Energy
- Leverage
- Measurable results
- Digital fluency
- Audience understanding
- Creativity
- Fast learning
- Freedom

Tyler does not need to fit into the standard marketing graduate mold. He needs to aim for environments that recognize talent, speed, creativity, and growth potential.