

TYLER HAYES MCCORMICK

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SOCIAL MEDIA | CONTENT MARKETING | AUDIENCE GROWTH

Marketing professional and Auburn University senior with hands-on experience building an entertainment-focused social platform to **12M+ organic views, 20K+ followers and approximately 2.3M likes**.

Experienced in short-form content strategy, video editing, audience retention, trend research, platform analytics and organic growth. Combines measurable creator results with formal marketing training and strong understanding of Gen Z digital behavior.

CORE SKILLS

Social Media Strategy	Video Editing	Brand Awareness
Content Marketing	CapCut Pro	Digital Storytelling
TikTok Marketing	Adobe Premiere Pro	Community Engagement
Short-Form Video	Trend Research	Google Analytics
Audience Growth	Audience Retention	HubSpot
Organic Growth	Content Analytics	Microsoft Excel
Content Strategy	Consumer Behavior	

EXPERIENCE

Independent Content Creator / Social Media Strategist, Remote | 2020–Present

- Generated **12M+ organic views, 2.3M likes and 20K+ followers** through independently developed content strategy.
- Produced 11 videos exceeding 100K views, including videos reaching approximately 5.1M and 4.1M views.
- Reached 10K followers during an initial three-month growth period and later grew the platform from approximately 10K to 20K followers within roughly one month following an academic break.
- Plan, edit, publish and optimize short-form digital content.
- Research trending topics, audience behaviors, platform changes and content-consumption patterns.
- Test hooks, pacing, content formats, posting cadence and trend timing to improve audience retention.
- Analyze platform metrics to identify successful content characteristics and improve future performance.
- Monetize content through platform creator programs and promotional opportunities.

LEADERSHIP

Vice President of External Affairs | Sigma Tau Gamma, Auburn University

- Represent organization with outside stakeholders and support community outreach, relationship building and event coordination.
- Helped organize American Red Cross blood drive and charity initiative raising more than \$1,000.

EDUCATION

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

Coursework:

Digital Marketing	Brand Management	Marketing Research
Consumer Behavior	Marketing Analytics	Digital Consumer Engagement

CERTIFICATIONS + TOOLS

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