

Tyler Hayes McCormick

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

DIGITAL MARKETING | SOCIAL MEDIA GROWTH | CONTENT STRATEGY

Emerging marketing professional with proven organic audience growth experience, short-form content strategy, and a strong understanding of digital communities, entertainment media, and Gen Z consumer behavior. Built a personal content platform generating more than 12 million views, approximately 2.3 million likes, and more than 20,000 followers through trend analysis, video editing, audience retention strategy, and platform-native content development. Combines marketing education with Excel certification, HubSpot certifications, Google Analytics knowledge, technical adaptability, and a strong ability to identify patterns, learn new tools quickly, and translate audience behavior into measurable engagement.

EDUCATION

Auburn University

Bachelor of Science in Marketing

Expected Graduation: December 2026

Relevant Coursework: Digital Marketing, Consumer Behavior, Brand Management, Marketing Analytics, Professional Selling, Finance, Programming Foundations, Engineering Foundations, Business Communications, Marketing Research, Digital Consumer Engagement

Certifications:

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

CORE SKILLS

Digital Marketing: Social media strategy, content marketing, audience growth, organic growth strategy, consumer behavior, campaign development, market research, brand awareness, influencer marketing, creator economy, trend analysis

Content Creation: Short-form video production, CapCut Pro, Adobe Premiere Pro, content hooks, pacing, retention strategy, scripting, editing, content scheduling, platform optimization

Analytics & Technical: Google Analytics, HubSpot, Microsoft Excel, content performance analysis, marketing reporting, platform analytics, Java, C++, fast software learning

Industry Knowledge: Gaming, entertainment, anime, television, movies, fandom communities, Gen Z consumer behavior, digital communities, creator economy, social media algorithms

Professional Strengths: Pattern recognition, creative problem-solving, self-directed learning, adaptability, communication, relationship building, entrepreneurial thinking, leadership, audience psychology

EXPERIENCE

Independent Content Creator / Social Media Strategist

Remote, Alabama | 2020 – Present

- Built and managed a personal entertainment-focused content platform generating more than 12 million cumulative organic views.
- Grew audience to more than 20,000 followers and accumulated approximately 2.3 million likes without paid advertising.
- Produced 11 videos exceeding 100,000 views, with top-performing videos reaching approximately 5.1 million and 4.1 million views.

- Reached 10,000 followers within the first three months of focused platform growth and later grew from approximately 10,000 to 20,000 followers within one month after returning from an academic break.
- Created, edited, published, and optimized short-form videos using CapCut Pro and platform-native analytics.
- Researched audience behavior, entertainment trends, platform algorithms, creator strategies, and content consumption patterns to improve engagement.
- Developed expertise in content hooks, pacing, retention techniques, posting cadence, trend timing, and audience response.
- Analyzed content performance to identify successful formats and improve future content.
- Monetized content through creator programs, platform incentives, and music promotion opportunities.
- Built practical experience in digital marketing, audience growth, personal branding, social media analytics, and creator economy strategy.

Patient Services Coordinator (Summer Position)

PrecisionMD Wellness | **Dates To Confirm**

- Served as first point of contact for patients and visitors in a healthcare environment.
- Managed appointment scheduling and front-desk operations while maintaining professionalism and confidentiality.
- Provided customer service support in a fast-paced medical office setting.
- Developed communication, organization, multitasking, and professionalism through patient-facing work.

Construction Crew Member (High School Position)

Company | **Dates To Confirm**

- Supported construction projects through physical labor and job-site assistance.
- Worked collaboratively with crews to complete assigned tasks efficiently.
- Developed work ethic, reliability, accountability, and practical problem-solving skills.

Deli Associate (High School Position)

Employer | **Dates To Confirm**

- Provided customer service in a retail food environment.
- Prepared food products, fulfilled customer orders accurately, and maintained cleanliness standards.
- Demonstrated consistency, teamwork, attention to detail, and reliability.

LEADERSHIP

Vice President of External Affairs

Sigma Tau Gamma Fraternity, Auburn University

- Serves as liaison between fraternity members and external organizations.
- Supports recruitment, community outreach, relationship-building, and external partnerships.
- Represents the organization during interactions with campus and community stakeholders.
- Contributes to organizational planning, member engagement, and event coordination.
- Develops leadership, communication, public relations, and stakeholder management skills through executive board service.

PROJECTS

Personal Brand Growth Laboratory

Independent Creator Project

- Conducted ongoing experimentation with social media growth strategies, audience hooks, editing formats, posting schedules, and content performance.
- Analyzed algorithm behavior and audience engagement patterns to identify repeatable viral content opportunities.
- Studied successful creators, entertainment trends, fandom behavior, and platform evolution to improve performance.
- Applied marketing theory to real-world audience development and content growth.

Gaming & Entertainment Content Development

Independent Creator Project

- Created entertainment-focused digital content for online audiences.
- Developed understanding of fandom communities, gaming culture, anime, television, movies, and digital audience behavior.
- Evaluated promotional strategies used by major gaming publishers, entertainment brands, creators, and technology companies.

VOLUNTEER & COMMUNITY SERVICE

American Red Cross Blood Drive Initiative

Sigma Tau Gamma Fraternity

- Partnered with fraternity leadership and the American Red Cross to help organize a campus blood drive.
- Supported event planning, volunteer coordination, and community engagement.
- Contributed to a health-focused community service initiative benefiting local and regional needs.

CAREER FOCUS AREAS

Digital Marketing | Social Media Strategy | Content Marketing | Audience Growth | Creator Economy | Influencer Marketing | Gaming Marketing | Entertainment Marketing | Performance Marketing | Brand Growth | Community Management | Business Development | Sales Development | Startup Growth