

W. Tyler Allen

Communications Professional

Tyler Allen

Baton Rouge, LA

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Skills

- Public Relations
- Crisis Communications
- Business Development
- Project Management
- Digital and Growth Marketing
- Team Management
- Technical Writing
- Public Affairs
- Tech and App Marketing

Experience

W. Tyler Consulting / President, Founder

August 2014 - PRESENT, BATON ROUGE

Oversees a team of professionals offering a variety of marketing services to clientele, including digital and growth marketing, public relations and project management.

Technica Communications / Account Executive

May 2015 - March 2020, CUPPERTINO

Develops, implements and oversees strategic public relations for a variety of clients in the clean energy and technology sector. This includes media relations, crisis communications, thought leadership and digital marketing.

FieldPulse / Marketing Manager

May 2018 - November 2019, DALLAS

Planned, implemented and oversaw various marketing and communications components for the field service SaaS technology company, FieldPulse.

Areas of focus included: growth marketing, public relations, thought leadership and brand strategy.

TapJets/ Vice President of Marketing (Interim/Contract)

October 2017 - January 2018, HOUSTON

Assisted TapJets team with a variety of projects during their transitional period - including website development, content marketing campaigns, as well as media relations. Developed, trained and implemented processes and procedures for the incoming communications team.

Lottery.com / Growth Marketing Manager (Contract)

August 2015 - January 2017, SAN FRANCISCO

Managed both inbound and outbound digital marketing campaigns with a focus on download growth and user retention.

Utilized geo targeted ads, in-app networks and strategic content to meet our state-by-state launch goals while following unique state lottery laws parameters.

Sony Global / Digital Marketing Manager

January 2011 - June 2013, NEW YORK

Managed advertising and content marketing campaigns to assist in the growth of over 25 Sony artists and products.

Education

University of Southern Mississippi / B.S. in Mass Communications

2007 - 2011, Hattiesburg, MS

Notable Clients and Projects

- Sony Music
- Honda Motor Co.
- Shell New Energies
- Enel X
- Whole Foods
- SeatGeek
- Office of the Mayor D.C.
- State of New York
- State of California
- State of Delaware
- Stoj
- AMPLY Power
- Edison International
- Axiom Exergy
- energyOrbit
- Arbnco
- OutBack Power
- PXiSE Energy Solutions