# **Tyler Omoth**

Tampa, FL (605)-321-1863 tyomoth@gmail.com tyleromoth.com

#### **AREAS OF EXPERTISE:**

#### WRITING

- ✓ Web Content
- $\checkmark$ Blogging
- $\checkmark$ Copywriting
- $\checkmark$ Creative Writing
- ✓ SEO
- $\checkmark$ Whiter Papers
- $\checkmark$ Social Media
- $\checkmark$ **Greeting Cards**

#### MARKETING

- Branding
- $\checkmark$ **Campaign** Creation
- Storytelling
- Research
- Social Media

#### PUBLIC RELATIONS

- Press Releases  $\checkmark$
- On-Air TV
- **On-Air Radio**

#### **COMPUTER SKILLS**

- $\checkmark$ MS Office
- ✓ Google Docs
- $\checkmark$ Google Analytics
- ✓ Outlook
- $\checkmark$ Parse.ly
- $\checkmark$ Agile: Wrike, Jira, Flow
- $\checkmark$ WordPress
- ✓ HTML
- $\checkmark$ Dreamweaver
- $\checkmark$ Ahrefs KW metrics
- $\checkmark$ SEMrush

#### CAREER ACCOMPLISHMENTS

- $\checkmark$ Created marketing campaigns that are still running almost a decade later.
- ✓ Over 2 million readers at The Penny Hoarder
- ✓ Authored over 60 children's books
- $\checkmark$ Published on a broad array of mediums on a wide variety of topics

### **EDUCATION**

Bachelor of Arts Degree in English, Creative Writing emphasis, December 1997 South Dakota State University, Brookings, SD.

### **PROFESSIONAL EXPERIENCE**

### Self Employed

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#### **Freelance Writer and Copywriter**

- Wrote small business marketing articles for Hometown News USA
  - Wrote web copy and blog articles for Thompsoncigar.com ecommerce
  - Wrote feature articles for Writersweekly.com and Topresume.com
- Wrote greeting cards for Calypso Cards
- Ghost Authored three "Jake Maddox" novels for Capstone Press
- Authored over 60 non-fiction kid's books for a variety of publishers
- Contributed to Gameday Magazine, an unofficial program for MN Twins baseball games
- Blogged as the Northwoods League reporter for MNGameday.com •

#### **BluePearl Pet Hospitals Digital Marketing Writer**

- Improve existing web content for SEO and write new content ٠
- Improve SEO for entire website
- Apply analytics to improve website performance for organic search
- Create and update new pages using WordPress
- Interview veterinarians to get information on complex pet health topics

#### The Penny Hoarder, St. Petersburg, FL Senior Writer July 2017 – May 2018

- Wrote short, newsy pieces featuring deals, events, or other news •
- Wrote feature articles on personal finance topics
- Represented The Penny Hoarder at PR events and in videos
- Wrote across all social media platforms

#### Senior Branded Content Writer July 2017 – May 2018

- Collaborated with sales team on client selection ٠
- Wrote branded content pieces featuring Penny Hoarder business partner links •
- Wrote personal stories showcasing financial successes
- Create d SEO-focused seed content for the website

# Branded Holdings, Tampa, FL

### Web Content and Copywriter

- Wrote seed content for Quote.com including white papers, FAQs, informational and fun ٠ articles of varying lengths
  - Created shareable content for Quote.com to increase site traffic
- Edited and improved articles for debtconsolidation.com and creditloan.com

#### Stantec, Tampa, FL

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#### **Communications Specialist (6-month contract)**

- Created profiles for new offices, personnel, and projects for use on Stantec.com •
- Collected, edited, and produced informational material for weekly eBulletins •
- Assisted the PR team with projects when they need a new, creative perspective

### Sunny Radio KZOY/The Great Spot Company, Brandon, SD **Copywriter/Producer/On-Air Personality**

- Created radio advertisements and campaigns for a vast array of businesses •
- Voiced and produced radio ads for The Great Spot Company's clients throughout the U.S.
- Recorded a 4-hour afternoon radio show ٠

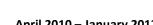
### Mid-West Family Broadcasting, La Crosse, WI **Radio Advertising Copywriter**

Wrote over 5,000 radio ads including short-term event ads as well as long-term branding campaigns for over \$1 million worth of clients.

#### June 2014 – December 2014

March 2015 – February 2016

## April 2010 – January 2012



March 2005 – September 2009

July 2017 - March 2019

May 2019 - Sept. 2019

### July 2005 – Present