

# Tyler Omoth

Tampa, FL

(605)-321-1863

[tyomoth@gmail.com](mailto:tyomoth@gmail.com)

[tyleromoth.com](http://tyleromoth.com)

## AREAS OF EXPERTISE:

### WRITING

- ✓ Web Content
- ✓ Blogging
- ✓ Copywriting
- ✓ Creative Writing
- ✓ SEO
- ✓ Whiter Papers
- ✓ Social Media
- ✓ Greeting Cards

### MARKETING

- ✓ Branding
- ✓ Campaign Creation
- ✓ Storytelling
- ✓ Research
- ✓ Social Media

### PUBLIC RELATIONS

- ✓ Press Releases
- ✓ On-Air TV
- ✓ On-Air Radio

## COMPUTER SKILLS

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

## CAREER ACCOMPLISHMENTS

- ✓ 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
- ✓ 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

July 2005 – Present

#### 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

May 2019 – Sept. 2019

#### Digital Marketing Writer

- Improve existing web content for SEO and write new content
- 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

July 2017 – March 2019

#### 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
- Wrote branded content pieces featuring Penny Hoarder business partner links
- Wrote personal stories showcasing financial successes
- Created SEO-focused seed content for the website

### Branded Holdings, Tampa, FL

March 2015 – February 2016

#### Web Content and Copywriter

- Wrote seed content for Quote.com including white papers, FAQs, informational and fun 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

June 2014 – December 2014

#### 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

April 2010 – January 2012

#### 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

### Mid-West Family Broadcasting, La Crosse, WI

March 2005 – September 2009

#### 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.