

# TYLER DURDEN

## MARKETING DIRECTOR

- Generates growth by leveraging creative problem solving & people management skills to develop effective marketing solutions-

### STRATEGIC BUSINESS DEVELOPMENT ♦ CAMPAIGN MANAGEMENT ♦ P&L FOCUS

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- ♦ **Develops Award-Winning Campaigns:** Developed campaign for *Mayhem* client which won the “Best Youth Campaign Award” at the EFFIE Awards. Oversaw development and implementation of other highly successful campaigns, such as the Mayhem Soccer Initiative, Travelling with the Stars, and Road to the Stars.
- ♦ **Bottom-Line Focused:** Turned around *Fincher's* failing business, achieving a 300% increasing in revenue in 2 years. Generated over \$2M in revenue by identifying new leads and diversifying revenue stream. Increased annual memberships from 20 to 500 after redefining target market and restructuring pricing and product offerings.
- ♦ **Experienced Team Leader:** Scored highest points in the *Mayhem's* People's Survey Report. Ensured employee satisfaction by organizing team-building activities and arranging training to help them overcome weaknesses.

Holistic Campaign Development  
New Business Identification  
Long-Term Strategy Development

Leadership & People Management  
Cross-Functional Collaboration  
Partnership Development

Project & Program Management  
Financial Valuation & Reporting  
Resource Management

## PROFESSIONAL EXPERIENCE

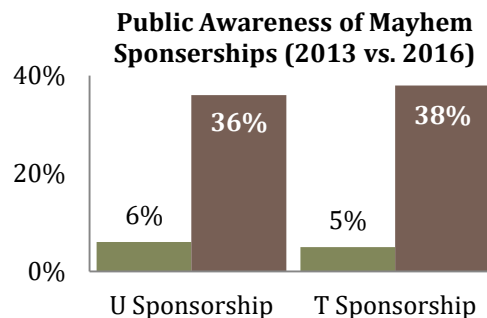
### Sr. Director (Sports Marketing & Communications) at *Mayhem Inc.*

2013 – Present

Developed multiple campaigns leading to 40% rise in purchase intentions and 30%+ rise in customer awareness. Youngest Sr. Director in the company. Promotions: Senior Manager, Director, Sr. Director. Awarded CEO Award for Best Employee (2015).

#### *Strategic Business Development*

- ♦ Set up the sports marketing unit in the company after locking in a \$13.5M, 5-year contract with CTG. Built pitch and developed organizational structure, department procedures, and financial reporting protocols.
- ♦ Streamlined operations by recommending merger of live streaming service and sports marketing into one unit. Created and presented financial models, business structure, and synergy benefits to CEO and Board of Directors.
- ♦ Created the company's first tool for accurate measurement of campaign ROI.
- ♦ Increased public awareness of sponsorships by ~150% by proposing creation of our own video content.
- ♦ Recruited 9-member direct reporting team while overseeing HRM unit activities. Shortlisted and hired for account management, operations, video production, creative teams, and 6 agencies in Madrid and Manchester.



#### *Holistic Campaign Management*

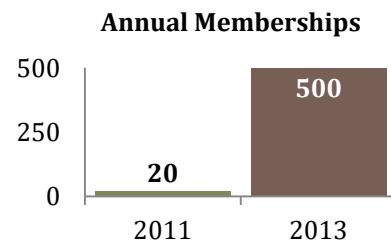
- ♦ Developed campaign which won Best Youth Campaign award at the EFFIE awards. Led team through creation of campaigns that were nominated for multiple awards in 10 different categories in the Sports Industry Awards.
- ♦ Customer Retention Program: Closed \$200M+ by initiating “money-can't-buy” experiences for high-value clients.
- ♦ Travelling with the Stars Campaign: Achieved a 50% sales jump by working with CTG and its creative agency to create a campaign for data recharge cards. Created viral video tracking the winner's experience (5.7M views on YouTube).

- ◆ Employee Recognition Program: Gained 20% increase in customer satisfaction levels in a call center and 150% rise in retail shop sales by proposing recommendations focused on empowering employees and improving work culture.
- ◆ Soccer Schools Initiative: Boosted sales from younger audiences by 29% by collaborating with CTG, selecting 60 schools, filming activities, and airing 12-episode TV show on TLC.
- ◆ Road to the Stars Campaign: Developed iOS and Android application for a full year campaign (2015), including a TVC shot in 8 different countries. Game downloads surpassed 800K.

**Director (Marketing & Events)** at *Fincher – Fight Club* 2011 – 2013

Revitalized failing business, achieving a 300% revenue boost in 2 years. Turned around all aspects of the business including employee development, strategic planning, financial management, and product development.

- ◆ Increased annual memberships from 20 to 500 within 12 months. Restructured pricing strategy and diversified revenue stream through introduction of corporate events, summer social club, tournaments, student classes, and weddings.
- ◆ Brought in \$2M+ annual business through corporate events and classes. Cold-called schools for student package. Created and pitched corporate packages.
- ◆ Developed 5-year business roadmap, which included marketing, PR, and planned events. Created and presented monthly financial reports to owners.
- ◆ Reduced overspending by 20% through accurate supplies forecasting. Analyzed historical data to track actual requirements. Developed long-term plan and renegotiated prices with vendors.



**Managing Director** at *Marla – Marketing Management* 2009 – 2013

Arranged and organized corporate events with 8-member team for HP, Harley Davidson, Sony, Red Bull, and Volvo. Developed relationships with stakeholders and oversaw event management process from conceptualization to roll-out.

- ◆ Developed external stakeholder relationships and network of 500+ suppliers. Contacted the largest event management companies in the area and all suppliers in the country to negotiate collaborations.
- ◆ Organized 3+ monthly corporate events for HP. Arranged local and international bike tours for Harley Davidson.
- ◆ Hired and trained 8 team members through event management, relationship building, and marketing strategies.
- ◆ Prepared monthly financial statements including P&L statements, cash flow report, budgeting, and expenses.
- ◆ **Football Fever Program:** Created and arranged a well-received mall-wide football-focused event which included indoor match viewing, a PlayStation tournament, and an outdoor football tournament.
- ◆ Negotiated free use of mall-space and sponsorships from Sony, Red Bull, and Volvo. Partnered with the largest California-based gaming website to promote the tournament. Worked with multiple teams to develop promotion content.
- ◆ Contacted global office of Football Freestyler Federation to arrange use of 4 free-stylers for mall activation activities.

**Senior Consultant (Transaction Services)** at *Insomnia House* 2009 – 2011

Visited potential acquisition targets with team to examine company performance and determine acquisition candidacy.

- ◆ Received Recognition Award (2010) for having highest level of utilization across the entire company.
- ◆ Prepared 20+ financial due diligence reports and 30+ financial valuation models for companies in multiple industries. Analyzed historical data to do forecasting, projections, and valuations.
- ◆ Saved the company \$15K per month by identifying inflated expense accounts. Presented recommendations to bring spending under control, including selection of new vendors for selected areas.

**EDUCATION**

## RATIONALE

**Challenge:** “Tyler” was an experienced executive looking to shift from a large corporation to an established start-up in growth mode. He wanted to have the freedom to develop and lead cutting-edge initiatives.

From his old resume, you could grasp he was capable of leading businesses to growth but it didn’t present a holistic image of Tyler. There was no context for a lot of the work he did. It was hard to tell *how* he was creating sustainable value for companies.

**Action:** I emphasized two major points in Tyler’s resume: campaign management and his focus on the bottom line. I did this by highlighting his biggest campaigns and the way he encouraged internal growth and process improvements. I included eye-catching graphs to showcase the growth he’d managed to achieve.

**Result:** Tyler looked competent enough in his previous resume. But this new resume is two pages of clear proof that he could turn businesses around to profitability.

**Tyler Durden**  
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**This is the draft Tyler was previously using to apply for jobs.**

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## PROFILE

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A creative and persistent operator, striving to create sustainable value by combining a passion for Marketing working with TTT, UUU and MMM sports teams, coupled with expertise in Strategy and Financial Management, gained by previously working with OOO and WCW.

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## EXPERIENCE

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### Mayhem Inc.

#### **Senior Director - Sports Marketing and Communications** **August 2013 - Present**

- Secured and currently managing an activation budget of over \$66 million. Additionally, secured a \$22 million Digital budget.
- Conceptualized and lead the company out of all sports functions within the organization by building the best in class Sports Service Center that was approved by the Board of Directors which has been implemented.
- Account lead with TTT, UUU, MMM, and TTT's agencies (Agency1, Agency2 and Agency3).
- Consistently developing strategic plans, creative concepts and leading year round integrated plans to utilize TTT's local and international sports sponsorship Assets.
- Identifying and selecting partners and suppliers to deliver turnkey solutions across the value chain; Production, Event Management, Digital, Creative, Measurement and KPI's.
- Financial and sponsorship impact reporting.
- Simultaneously managing teams across California, Nevada and Oregon.
  - Planning, communication, and execution of major activation campaigns including: SSSS prepaid campaign which increased sales by 12%, Traveling with the Stars, Champion league live viewing, Trophy tour, Enterprise Business Unit Customer retention program, employee recognition program, Asian Cup and Gulf Cup.

## Fincher - Flight Club

### **Director - Marketing and Events**

**March 2011 - Sept 2013**

- Built a sustainable business plan
- Achieved a 300% increase in revenue.
- Introduced new diversified lines of business.
- Built a strong brand and activation amongst Californian youth.

## Marla - Marketing Management

### **Managing Director**

**March 2009 - Aug 2013**

#### Responsible for:

- Created and executed a football activation brand, "Football Fever", and managed to get sponsorships from Volvo, Redbull, and Sony.
- Developed and nurtured strategic clients and partners including PFT, Microsoft, HP, BMW, OOOO, DPOP, Project Management Institute, and Harley Davidson.
- Strategic and Financial Management including P&L, Cash flow, Fundraising, etc.

## Insomnia House

### **Senior Consultant - Transaction Services**

**March 2009 - March 2011**

#### Responsible for:

- Financial Modeling, valuations and financial due diligence reporting.
- Built over 30 Financial Models including forecasts, projections, and valuations for clients across different industry sectors.
- Prepared over 20 financial due diligence reports to enhance understanding of the target business by analyzing historical trends.

## OOO

### **Associate**

**December 2007 - March 2009**

#### Responsible for:

- Testing the financial compliance of companies to the International Financial Reporting Standards by applying a methodological approach.
- Understanding and reporting to clients on industry and environment issues to determine risks.

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## **EDUCATION**

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### **American University**

**Bachelor of Business Administration**

**Majoring in Finance and Banking**

**2004 - 2007**