

TYLER JOHNSON

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Education

Master of Business Administration (Online) August 2025 – Present
University of Iowa, Iowa City, Iowa

Bachelor of Arts, Journalism and Communications December 2023
Wartburg College, Waverly, Iowa

Certifications: **Google AdWords** – Jan. 2025
Google Data Analytics – Feb. 2025
Project Management – March 2025

Professional Work Experience

Sportswriter/ Photographer | Independence Bulletin Journal | Independence, IA Oct. 2024 – Present

- Delivered live coverage and post-game analysis of high school athletic events.
- Edited and enhanced athletic event photos using Adobe Photoshop.
- Coordinated event schedules and communicated updates to keep the community informed.

Part-time Sales Associate | Theisen's | Cedar Rapids, IA June 2023 – Present

- Drove sales and boosted customer engagement in the sporting goods section.
- Trained new employees, improving team performance and customer satisfaction.
- Provided excellent customer service through active listening and problem solving.

Website Consultant | Cedar Rapids, IA Sept. 2022 – Present

- Designed and delivered customized websites for five business clients using Wix and WordPress.
- Partnered with clients to optimize UX, ensuring alignment with brand objectives.
- Set up eCommerce platforms and recommended SEO strategies to boost online visibility.

Internship Experience

Public Relations Intern | St. Paul Lutheran Church | Waverly, IA Sept. – Dec. 2023

- Expanded church's social media with 2000+ photos and seven press releases.
- Developed targeted marketing strategies to promote upcoming events effectively.
- Created strategic plans for Facebook and Instagram engagement.

Marketing Intern | Waverly-Shell Rock United Way | Waverly, IA June – Aug. 2023

- Created a charity webpage for people to donate for Toys-For-Tots.
- Developed digital posters and graphics for charity campaigns (Adobe Illustrator & Microsoft)
- Enhanced the organization's online presence through SEO strategies and analytics.

Technical Skills

Creative Tools: Adobe Creative Suite, Canva

Office Tools: Microsoft Office Suite

Web Development: Wix, WordPress, SEO Optimization

Photography: Sony & Nikon Camera

Data Analytics: SQL, Tableau, Spreadsheets

Campus Media Experiences

- **Video Production** | Knight Vision Films Sept. 2020 – Dec. 2023
- **News Reporter/ Editor** | Knight Vision News Sept. 2021 – Dec. 2023
- **Radio Disc Jockey** | KWAR - Wartburg Radio Sept. 2021 – Dec. 2023
- **Editor/Writer** | Wartburg Trumpet Newspaper Sept. 2020 – May 2022