



# TYLER JARRY

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 Atlanta, GA 30345

www.jarrymedia.com

## PROFESSIONAL SUMMARY

Creative and strategic influencer specialist with more than five years of experience working with top-tier brands and agencies. Proven track record of developing successful influencer marketing programs from inception to execution. Excels at building relationships with key partners and developing creative content that resonates with target audiences.

## SKILLS

- Social Media Management
- Influencer Marketing/Strategy
- Content Creation
- Advertising
- Sales & Negotiation
- Account Management
- Digital Marketing Strategy

## EDUCATION

**Georgia Institute of Technology**  
Atlanta, GA • 12/2013

**Bachelor's degree:** Business Administration, Marketing & Finance

## WEBSITE, PORTFOLIO, PROFILES

- [www.jarrymedia.com](http://www.jarrymedia.com)
- [www.instagram.com/frontporchdad/](https://www.instagram.com/frontporchdad/)
- <https://www.tiktok.com/@tylerjarry>

## WORK HISTORY

**Jarry Media - Creative Director & Influencer Marketing**  
*Atlanta, GA • 06/2018 - Current*

- Created & manage a social following on Instagram, TikTok, Facebook & Youtube of over 830k+ total followers across accounts
- Work closely with agencies, partners, brands, and creative departments to develop & execute engaging social media & influencer campaigns
- Create compelling content for an array of brands with different audience considerations & stay on top of trending content and audience behaviors to inform opportunistic content and strategies.
- Maintain book of clients encompassing over 30+ brands across various industries for recurring social media & influencer campaigns
- Manage e-commerce presence, merchandise sales, and customer requests for social channels
- Negotiate contracts, terms, and agreements with clients & handle day to day requests

**Clean Earth - Regional Account Manager - Southeast US**  
*Atlanta, GA • 12/2018 - 03/2021*

- Managed book of business within defined territory (Southeast

- US) of over \$3.0M revenue annually
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Responsible for acquiring new business of over \$300k+ annually
- Oversee over 200+ accounts while meeting and/or exceeding revenue budget goals quarterly & annually
- Addressed account problems with accounting, billing and service delivery to maintain and enhance client satisfaction.

**Kellogg Company - Outside Sales Account Manager**

*Atlanta, GA • 12/2017 - 09/2018*

- Perform account management for over 35 Walmart stores and maintain book of business over \$1M annually
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
- Consult with store managers, department managers, and assistant managers to enhance profitability in each store and perform analysis on all of Kellogg snack product lines
- Oversaw sales forecasting, goal setting and performance reporting for all accounts.

**Vonage - Sales Solutions Specialist**

*Atlanta, GA • 03/2016 - 11/2017*

- Sold complex IaaS, UCaaS, integrations and networking solutions to large and enterprise level businesses
- Competitively prospect in a local & regional territory by telemarketing, door to door cold calling, networking, etc.
- Proficient in Salesforce, KPI tracking and comfortable demoing integrations and applications to C-suite executives
- Sales Rep of the Month awards & over \$1,300,000 in total revenue sold
- Identified opportunities and cultivated new business through 100 new cold calls per week

**Elsevier - Marketing Coordinator**

*Atlanta, GA • 03/2014 - 05/2015*

- Worked closely with the Marketing Director, Senior Marketing Manager and Marketing Managers to assist in the implementation of marketing activities designed to gain market share, build brand awareness, generate leads, and achieve revenue objectives in all relevant markets
- Assisted marketing team in the development of digital/print campaigns, market research, trade show coordination, and sales presentation creation

