



Tyler Moore, Product Marketer

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Who I am

I'm a data-driven marketer with a decade of experience in product marketing, using various tactics including (but not limited to) content marketing, conversion rate optimization, customer development, email marketing, PPC, SEO, and user onboarding.

What I'm looking for

I'm passionate about working with technology companies. I like hard targets, working with smart, driven people, and making a big impact. I'm especially interested in product marketing, experimenting with new marketing channels, optimizing marketing campaigns, and improving user experience.

Things I'm good at

Account based marketing, content strategy, copywriting, conversion rate optimization, customer development, customer success, demand generation, digital marketing, email marketing, lifecycle marketing, marketing strategy, pay-per-click advertising, search engine marketing, search engine optimization, user experience

HTML, CSS, Git, JavaScript, Ruby, Rails, Adobe Creative Suite

Places I've worked

Marketing Director, App Press (March 2016 - Present)

I'm in charge of marketing efforts for App Press, with a focus on data-driven marketing, quick iteration, and user experience. I work closely with all members of the App Press team, from design to business development, and report directly to the executive team.

Some of my key achievements during my time with App Press:

- Planned and successfully launched a new free offering for the platform, improving year over year signups 23x
- Implemented successful SEO and content marketing strategies, driving more interested traffic to the site, doubling year over year site traffic
- Tested, validated, and improved advertising campaigns using multiple paid channels (AdWords, Facebook Ads, LinkedIn Ads, Bing Ads, etc).
- Worked closely with the sales team to qualify leads, improve the sales cycle, and close consulting deals
- Developed and lead App Press' marketing team, working with sales people, designers, and project managers to execute and promote marketing campaigns
- Improved user onboarding with automated in-app messaging and emails

Marketing Consultant (August 2015 - March 2016)

As a marketing consultant, my emphasis was on growth, marketing strategy, and messaging for startups and small businesses. I helped individuals and companies bring new products to market, improve their existing messaging, and understand how their analytics data impacted their bottom line.

Some of my key achievements while working as a growth consultant:

- Helped multiple clients bring new products and services to market
- Researched, planned, and executed product positioning and messaging
- Worked with clients to revamp existing marketing content, reposition their brand, and improve site content for better SEO and user experience

Customer Success and Marketing, Expected Behavior (January 2012 - August 2015)

My focus was on improving recurring revenue for a suite of technical SaaS products. I was in charge of all marketing efforts for the company's suite of technical products. I helped launch multiple SaaS products, ran and optimized PPC campaigns, performed numerous A/B tests to improve conversion rates, implemented content strategy, and was in charge of all customer onboarding.

Some of my key achievements during my time with Expected Behavior:

- Oversaw a 10x improvement in MRR for DocRaptor, Expected Behavior's flagship SaaS product
- Brought multiple new tech products to market, including Codifferous, an asynchronous code review tool and Pirate Metrics, a simplified SaaS metrics platform
- Worked with the engineering team to improve onboarding and user experience for multiple SaaS products, including DocRaptor, an HTML to PDF API, Instrumental, a real time application monitoring platform, and Gauges, a simple analytics tool, acquired from Github

SEO Consultant, Freelance (January 2008 - January 2012)

I specialized in on and off-site SEO, with an emphasis on content creation, keyword research, link-building, and technical SEO improvement. I planned and delivered content to drive traffic and conversions for years to come.

- Planned and executed content strategy with a focus on producing valuable, evergreen content
- Identified valuable opportunities for link-building, customer outreach and long-term growth

Education

B.A. in Journalism, Indiana University (2002 - 2006)

References

Available upon request.