

Travis Tyler

5454 Amesbury Dr Apt 1409 | [(973) 222-3411 | tylertra9@gmail.com

EDUCATION

Southern Methodist University, Simmons School of Education & Human Development, Cox School of Business <i>Master of Science in Sport Management</i> GPA: 3.56/ 4.0	Dallas, TX August 2018
Villanova University, Moorad Center for the Study of Sports Law <i>Master's Certificate in Business and Law of Sports</i>	Philadelphia, PA(online) November 2016
Michigan State University, College of Communication Arts and Sciences <i>Bachelor of Arts in Advertising</i>	East Lansing, MI May 2016

EXPERIENCE

The Dallas Express <i>Sportswriter</i>	Dallas, TX December 2022-April 2024
<ul style="list-style-type: none">Produced 3+ daily articles on trending sports topics at local, national, high school, college, and professional levels.Served as sports subject matter expert by providing valuable input for sports coverage strategies and daily publishing and successfully pitching unique and engaging story ideasMaintained effective communication with coworkers, agencies, coaches, media relations, and athletic departments while developing a strong network of experts and team representatives within the sports industry.	
SponsorPitch <i>Freelance Project Manager</i>	Dallas, TX January 2020-December 2022
<ul style="list-style-type: none">Conduct research and compile a comprehensive research database regarding the latest sponsorship deals (15-20 per day), job openings, advertising campaigns, and industry trendsManage social media content on Twitter, Facebook, and LinkedIn with relevant links to SponsorPitch platformConnect new users to their respective properties and brands and manage a list of sales leads for promotional email marketingRespond to customer inquiries through email	
Freelance Sports Marketing Researcher	April 2019- Jan 2020
<ul style="list-style-type: none">Developed a comprehensive research database regarding the latest sponsorship deals, job openings, advertising campaigns, and industry trendsCreation of detail-oriented company, team, and athlete profiles within the SponsorPitch platformGathering of marketing contacts related to each deal for users to reach out concerning potential sponsorship opportunities	
Dallas Morning News <i>Freelance High School Football Reporter</i>	Dallas, TX Fall 2020, Fall 2021, Fall 2022
<ul style="list-style-type: none">Communicate with coaches and athletic department staff regarding press credentials, roster updates, and event policiesResearch information about teams (recruited players, poll rankings, records, etc.) and travel to weekly assigned games to input live play-by-play statistics and write a recap of each gameCollaborate with editors on roster and game updates and content of game stories to ensure delivery by assigned deadlines	
Ultimate Sports Network <i>Freelance Sports Blogger</i>	Dallas, TX September 2021- May 2022
<ul style="list-style-type: none">Write weekly articles pertaining to Michigan State and Detroit sportsWork with editors, executives, and writers to grow network followingMake guest appearances on other blogs and podcasts throughout the network	
Pro Football Focus <i>Part-Time Base Data Analyst</i>	Dallas, TX August 2019- August 2020
<ul style="list-style-type: none">Provide base analytical data to NFL and Division 1 football teams to improve performance on a daily basisCollaborate with other Base Analysts and PFF departments to ensure that all elements of each game are accounted forDemonstrate passion and knowledge of NCAA/NFL product through interpersonal communication, strong work ethic, and excellent attention to detailConsistently meet short deadlines	
Sportstars Inc <i>Intern</i>	Dallas, TX May 2018- May 2019
<ul style="list-style-type: none">Key point of communication in setting up meetings for prospective eSports clientsAssisted and collaborated in day-to-day marketing and research tasksAssisted in various client management activitiesRoster & player analysis	
TriForce Digital Marketing <i>Digital Marketing Intern</i>	Dallas, TX August 2017- April 2018
<ul style="list-style-type: none">Pitch ideas for digital ad campaignsManaged client website content through WordPress and provided feedback on website functionality and layoutSEO and keyword optimization research	
MVPIndex <i>Data Quality Specialist</i>	Dallas, TX December 2016- May 2017
<ul style="list-style-type: none">Up-and-coming sports and entertainment social media and marketing analytics companyMaintained, updated, and orchestrated the database for new and existing verticals within Sports and Entertainment industry through market research and trend forecasting researchDaily updates (including rosters, social handles, etc) within assigned Sport or Entertainment vertical"Subject Matter Expert" (SME) for assigned vertical, identifying industry trends, and anomalies and being a resource as needed for other internal departments on data within that vertical	
TYFIR Sports <i>Social Media Marketing/Sports Writing Intern</i>	Dallas, TX August 2016- November 2016

- Post daily content on company and personal Facebook pages
- Promote the brand through social media
- Write fantasy sports articles to be included on the website

PROJECTS

Spartan Savants (formerly The Football Savant)

Founder/Writer/Editor/Host/Analyst

Dallas, TX
April 2018- Current

- Design, build, and develop website
- Monitor the latest news and trends surrounding Michigan State sports, college football, college basketball, and pro sports to deliver valuable content, insight, and analysis to the College Huddle – a national collaboration of fan-driven college sports podcasts
- Publish and distribute weekly podcast episodes through specified channels and platforms

Travis On Sports Podcast

Host

Dallas, TX
August 2021-Current

- Script, record, edit, and publish podcast on social media and podcasting platforms
- Manage content distribution across platforms
- Discuss and analyze the latest news surrounding the sports world with other sports experts and professionals

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in Spanish

Skills: Google Analytics, Google AdWords, basic SEO and keyword optimization, Microsoft Office suite (Word, PowerPoint, Excel, Outlook), Social media software (Twitter, Facebook, Instagram), Wordpress, basic HTML, basic video skills, editing, presentation creation & design, sports analysis and sports writing, communication and interpersonal skills, social media management, content creation and curation, research, time management, leadership, collaboration, multitasking, interviewing, news monitoring, networking, database management, trend forecasting, data analysis, organization, sports and entertainment industry knowledge, attention to detail, digital marketing strategy, digital ad campaign ideation, Website content management, website functionality and layout feedback, marketing support, client management, roster and player analysis, strong work ethic, statistical analysis, meeting deadlines, editorial calendar management, website design and development, written communication, podcasting, graphic design and video design through Canva and Streamyard

Certifications & Training: Certified Associate in Project Management (CAPM), Front Office Sports Sports Marketing Essentials, Front Office Sports Athlete Marketing Essentials (NIL)

Activities/Organizations: Football Writers Association of America, U.S. Basketball Writers Association, National College Baseball Writers Association, Dallas Millennials, Lambda Chi Alpha Fraternity, Michigan State University Future Leaders in Sports and Entertainment, Habitat for Humanity, 2018 NFL Draft volunteer

Interests: The history, analytics, management, and entertainment of sports; playing golf, softball/baseball, football, basketball, or hockey; spending time with family and friends, fitness, writing, fantasy sports