

# TYLER SAMUELSON

DIGITAL CREATOR | SOFTWARE ENGINEER | PROBLEM SOLVER

## ABOUT ME

Curious, solutions-driven software engineer with a passion for finding elegant solutions to out-of-the-ordinary problems. My background in anthropology, digital communications, and consumer psychology provides me with a unique humanistic perspective and makes me a great developer on any team.

## EDUCATION

### Software Engineering Immersive

General Assembly  
2020 - 2021

### B.S. - Marketing & Anthropology

Kansas State University  
2014 - 2018

## PROFICIENCIES

Node.js	•	PostgreSQL	•
React.js	•	Ruby on Rails	•
Git + GitHub	•	Data Structures	•
MongoDB	•	Algorithms	•
Express.js	•	Illustrator	•
HTML5	•	Photoshop	•
CSS	•	WordPress	•
Bootstrap	•	API-Driven Dev	•

## LET'S CHAT

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github.com/tytysam



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## RECENT PROJECTS

### Software Engineering Immersive Program

General Assembly | Denver, CO | 2020 - 2021

500-hour, full-time course where I gained hands-on experience with today's most relevant front-end and back-end technologies, including HTML, CSS, JavaScript, Node.js, Express.js, MongoDB, React, SQL, Ruby on Rails, Github, and core computer science topics, such as design patterns, algorithms, and data structures.

- **Listen Along** - Full-stack web app built with *React*, *Socket.io*, and *Redux*. Vote songs up the queue and listen synchronously via Spotify's Web API
- **The Herbery** - Fully-responsive, modern plant store built with *React*. Features a fully-operational checkout powered by *Stripe* and *Commerce.js*

## PROFESSIONAL EXPERIENCE

### Web Designer & Paid Media Specialist

Ad Astra Digital | Denver, CO | 2018 - 2021

Freelance web developer and paid media consultant. Leveraged expertise in marketing and web development to help local small- & medium-sized businesses grow their audience, their brand, and their client-volume.

- Developed impactful, mobile-responsive websites and digital experiences that drove 15k+ visits/week to client gyms, dentists, and salons
- Built data-driven PPC campaigns that boosted conversion rates by an average of 10-15% and increased average conversion volume by

### Account Manager & Digital Creator

Room 214 | Boulder, CO | 2018 - 2019

Dynamic role where I worked concurrently alongside the Creative, Search & Media, Strategic Insights, and Content Marketing departments to produce client-ready work for brands including Charlotte's Web Hemp, HARIBO, Superfeet, and more.

- Analyzed data from 25,000+ monthly active users and used outputs to guide marketing and product strategies; increased social engagements by 45%
- Leveraged background in consumer psychology to conduct quantitative and qualitative studies; spearheaded a major targeting methodology restructuring that led to a 20% reduction in client churn

### Marketing Associate

Kansas State University | Manhattan, KS | 2016 - 2018

Wore many hats in a marketing department that was both under-staffed and under-funded. Creatively leveraged emerging technologies and platforms to reinvigorate a stagnating website, suite of social media accounts, and engage the 20,000+ students at KSU

- Managed 20+ digital board advertising accounts, building relationships with clients and overseeing more than \$50,000 worth of ad placements
- Utilized social media, paid media, and SEO to improve annual traffic to KSU Union website by 120% and increase core social followings by more than 20%