

TYLER BOOMS

RESUME

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EDUCATION

GRAND VALLEY STATE UNIVERSITY

Bachelor's Degree

- Marketing Management
- HR Management

CORE COMPETENCIES

- **Website & SEO Strategy**
(WordPress, On-Page SEO, Keyword Strategy)
- **Content Marketing & UX Optimization**
- **CRM & Email Automation**
(HubSpot)
- **Team Leadership & Project Management** (Airtable)
- **Customer Journey Mapping & Conversion Funnel Optimization**
- **Marketing Data Analysis** (Google Analytics, Reporting)
- **Campaign Development & Execution** (Multi-Channel)
- **Cross-Functional Collaboration**
(Sales, Product, UX, Executive Teams)
- **Stakeholder Communication & Brand Messaging**

MARKETING EXPERIENCE

MARKETING STRATEGIST

Erhardt Construction Company | Ada, MI | February 2022-Present

- Partnered with stakeholders, business development, and project management teams to create tailored marketing materials highlighting Erhardt's expertise and processes, supporting contract wins and ongoing client relationships.
- Created and led Erhardt's 60th Anniversary digital campaign, highlighting the company's legacy in West Michigan to enhance web presence, strengthen social media engagement, and support project wins through targeted marketing materials.
- Redesigned Erhardt's homepage based on traffic analysis using tools like Google Analytics to improve user flow and direct visitors to high-interest pages more efficiently.
- Coordinated company-wide IT support, including cloud server migration, software maintenance, and onboarding technology setup for new employees.
- Partnered with web hosting vendor to implement Google Analytics across Erhardt Construction, Red Jasper Crafted Homes, and Tenibac Woodworks websites, enabling improved traffic tracking and strategic content placement.
- Optimized Erhardt's homepage for key industry search terms targeting West Michigan, resulting in a 7% increase in website traffic and a 3% increase in qualified leads.
- Redesigned Erhardt's Careers page using targeted job-seeking keywords and digital content strategy to boost page traffic, retention, and applicant engagement.
- Analyzed Erhardt's website traffic patterns to improve UX and site navigation, reducing clicks and time needed for visitors to access key information.
- Collaborated with the business development team to create post-lead email campaigns, supporting timely follow-up and improving lead-to-close conversion.

MARKETING ASSISTANT

Sharpe Cars | Grand Rapids, MI | February 2021 - February 2022

- Led content strategy and communications for SHARPE Cars' 50th Anniversary campaign to reinforce brand loyalty, client engagement, and community goodwill.
- Partnered with the service team to create SEO-optimized blog and video content addressing FAQs for BMW, Land Rover, and MINI, driving a 23% increase in website traffic.
- Conducted competitive analysis of local BMW, MINI, Jaguar, and Land Rover dealers to enhance SHARPE Cars' digital experience and client-facing events, strengthening brand presence and customer loyalty.

MARKETING ASSISTANT INTERN

Michigan Small Business Development Center (SBDC) | Grand Rapids, MI
October 2018 - January 2021

- Collaborated with a UX firm to support the SBDC rebrand, delivering an improved digital client experience and refreshed website and email communications.
- Updated web content and event pages, ensuring UX consistency and alignment with brand objectives.