



Tyler Bergman

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[Portfolio](#)

## Marketing & Design Expert

Results-oriented marketing professional with a strong foundation in design and web development. Over 12 years of experience translating complex data into actionable insights and crafting compelling visual narratives. Proven ability to drive brand growth and deliver measurable results.

### Skills

- Marketing Data Analysis
- Data Visualization
- Search Engine Marketing
- Market Research
- Brand Management
- Omnichannel Marketing
- Web Performance Optimization
- Search Engine Optimization
- Graphic Design
- Packaging Design
- Branding
- Web Design
- Web Analytics
- Web Development
- Technical Direction
- Creative Direction
- Marketing Direction

### Achievements

- Designed products and packaging that have reached consumers worldwide.
- During my first year as Marketing Director, we saw a 450% increase in sales at SMI Global.
- Partnered with The Keep A Breast Foundation to create a co-branded product that raised \$10,000 for breast cancer awareness.
- Gained additional responsibility through years of hard work, which garnered me a unique opportunity to lead our marketing team through the difficult transition to working from home.

### Employment History

- **Multimedia Designer, Web Developer, SEO/Marketing Analyst**  
**Turf Distributors** — July 2023 – April 2024

Developed a comprehensive suite of marketing assets, including digital ads, social media graphics, and print materials. Partnered with the Lead Designer to establish new brand guidelines, ensuring visual consistency across all channels. Conducted an in-depth SEO/SEM analysis of the entire organization and presented findings through live dashboards and monthly reports using Google Looker, driving actionable insights for the marketing team. Collaborated with stakeholders to optimize campaign performance, resulting in measurable improvements in key marketing metrics.

- **Full-Stack Engineer, Marketing Specialist, & Graphic Designer**  
**Freelance** — August 2012 – June 2023

Designed and developed websites powered by platforms such as WordPress, Magento, Drupal, Shopify, and Laravel for clients across various industries, including agencies, sales teams, non-profits, and consumer product manufacturers. Delivered a range of graphic design services, creating logos, digital ads, print materials, and branding assets. Successfully launched websites and design projects for organizations in the United States and internationally in China, Canada, and Europe.

- **Marketing Director**  
**Patio Heaven** — July 2021 – November 2021

Led the planning, development, and implementation of a comprehensive marketing strategy for a patio furniture manufacturing company. Identified gaps in past marketing efforts and provided strategic recommendations to capitalize on growth opportunities. Managed all aspects of digital marketing, including

website development, SEO, and graphic design, creating engaging web pages, visual content, and promotional materials to boost brand presence and drive sales. Assisted in migrating the company's outdated ERP system to WooCommerce, streamlining operations and improving the e-commerce experience and SEO.

– **Marketing Director (Promotion)**

**Boundless Technology** — June 2020 – March 2021

Promoted from Creative Director to Marketing Director after four years, during which I also served as Lead Web Developer and oversaw E-commerce and System Administration. Pioneered the launch of a new e-commerce website powered by WooCommerce, significantly enhancing the user experience and driving a 450% increase in direct B2C sales. Led a team of photographers, designers, and developers, contributing to the development and design of the site to bring the vision to life. Directed all aspects of e-commerce strategy, system administration, and technical integrations, achieving year-end sales goals ahead of schedule and projecting \$1 million in retail sales for 2021.

– **Creative Director**

**Boundless Technology** — April 2016 – June 2020

Managed the entire creative process from concept to completion, including product design mockups, packaging and material sourcing, multilingual collateral and packaging, iOS/Android app design, website design, social/email campaigns, corporate branding, promotional materials, sales pitches, commercial proposals, catalogs, cyclical reports, trade show booth designs, training materials, and promotional videos. Additionally served as the Lead Web Developer, overseeing e-commerce strategy, system administration, and technical support for seamless online operations.

– **Full-Stack Web Developer & Graphic Designer**

**ACU Web Services** — March 2013 – April 2014

Provided technical and creative solutions and strategies after understanding their business needs. Designed websites and web applications using Photoshop & Illustrator. Developed user-friendly client-maintainable website themes on various frameworks, including Joomla, Magento, and WordPress. Created reusable solutions for WordPress and Laravel to streamline our development processes. Prioritized and fixed site-related problems and took the initiative to implement new features based on feedback from clients. Performed server & website optimization and rigorously tested newly released software updates.

## Technical Skills

- |           |         |          |             |             |
|-----------|---------|----------|-------------|-------------|
| – PHP     | – HTML5 | – CSS3   | – SASS/SCSS | – WordPress |
| – Python  | – JSX   | – React  | – SQL       | – Shopify   |
| – Node.JS | – Java  | – Jquery | – GIT/SVN   | – Magento   |

## Education and Certifications

Norte Vista High School  
Microsoft Office Certification  
Google Analytics Certification

## Links

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