

TYSON OLCOTT

◆ STRATEGIC MARKETING & COMMUNICATION ◆

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EXPERIENCE

- Employer Brand Marketing, Manager** • Manage and strategize market awareness and lead generation activities to drive applications, and hires as a means to support recruitment goals.
Salesforce, Inc.
2022 - Present
- Develop and execute demand generation strategies across multiple digital channels - including social, email, and other forms of paid advertising.
 - Build a multi-touch email nurture program that actively keeps prospects engaged and informed while keeping a career at Salesforce top of mind throughout the hiring and interviewing journey.

- Demand Generation Manager** • Developed and executed measurable demand creation and pipeline acceleration programs that predictably create quality pipeline and convert it to revenue.
MasterControl, Inc.
2021 - 2022
- Forecasted, measured, analyzed, and reported on the impact of demand creation activities on the sales pipeline.

- Marketing Strategy Manager** • Launched a sales enablement platform to more than 200 global users, featuring more than 1,700 pieces of marketing collateral. Resulting in a direct impact of nearly \$6 million in sales revenue in two years with a current user adoption rate of more than 85 percent.
MasterControl, Inc.
2018 - 2021
- Crafted companywide value proposition, core messaging, and activation through internal communications/events.

- Senior Communications Manager** • Implemented a digital marketing and audience-centric approach to engaging more than 2,000 employees through targeted email marketing, rhetoric, & content strategy resulting in increased employee engagement by more than 30% over a period of six months
Clearlink, a SYKES Company
2014 - 2018
- Engaged more than 2,000 employees across five locations in corporate social responsibility and diversity, equity, and inclusion initiatives that directly impact local & national public relations efforts for the brand and employee retention.

- Media Relations Manager** • Created & conducted executive media training for local clientele
The Summit Group
2013 - 2014
- Conducted media outreach for local & national brands
 - Generated press releases, plans & media advisories on behalf of brands
 - Developed national & local media relations within a variety of industries

EDUCATION

- 2009 - 2013 **Bachelor of Arts, Communication, Emphasis in PR**
Westminster University (pka Westminster College)
- 2016 - 2017 **Master of Science, Strategic Communications**
Westminster University (pka Westminster College)

SKILLS

- Integrated Marketing/Communication
- Sales Enablement
- Customer Relationship Management
- Brand Development and Activation
- Corporate Social Responsibility
- Diversity, Equity and Inclusion