

TYLER SCOFIELD

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PROFESSIONAL EXPERIENCE

Marketing & Advertiser Director

BYU Food Court

Feb 2014- present

- Created and designed a new restaurant at BYU called "Aloha Plate" which became one of the top 3 stores.
- Help plan and execute a campaign that raised the use of campus ID as payment from 2% to over 35% in one year .
- Increased social media following from 2,000 to 7,000 in less than one year
- Worked with popular brands such as Jamba Juice, Chick-fil-A, Subway, Taco Bell, and Papa John's creating promotional material.

Assistant Director of the Fair

Schoharie County Fair

2009 – 2011

- Assisted director in running 2 week fair
- Oversaw financial services, promotional marketing, and negotiations with talents and activities.
- Managed the highest attended headliner for the fair, Peter Noone of Hermits Hermits

Marketing Director/Manager

Pick a Pumpkin Pumpkin Patch

Octobers of 2005 – 2010, 2013

- Managed all food services for seasonal holiday attraction
- Developed a "Muddy Runner" event to attract more than 300 people to the Pumpkin Patch
- Organized sponsors and created advertisements that played on local media

SKILLS

- Knowledgeable with photographic equipment
- Proficient in the following programs:
 - Adobe Suite
 - Microsoft Office Suite
 - Outlook
 - ShortStack
 - HTML
 - Tableau
 - Google Analytics

EDUCATION

2013-present

Brigham Young University

Bachelor of Science from Marriott School of Business

ACHIEVEMENTS

- Led team in social media campaign for president of BYU student Association
- Created videos that played on local TV channel as advertisements
- Amateur Photographer
- Served an LDS mission in Brazil (2011-2013)
- Fluent in Portuguese

REFERENCES

Barbara Lettich

Marketing head at BYU food court

barbara_lettich@byu.edu

801-422-3245

Paul VanDerwerken

Owner of Pick-a-Pumpkin Patch

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