TYSON HILL DIRECTOR, CONTENT & CREATIVE



PROFESSIONAL EXPERIENCE

Sr. Director, Communications | 01.2022 - Present | GPEC

- » Led public, owned and earned media programs, coordinating messaging with partner organizations and local businesses resulting in 3X growth; working directly with The Wall Street Journal, New York Times, Bloomberg Media, Axios and local business/trade publications.
- » Wrote and distributed executive talking points for speaking engagements and media interviews, ensuring message consistency.
- » Created action plans and statements for internal and external legislative policies.
- » Highlighted key business initiatives through creative campaign planning and execution, reaching new audiences on unique distribution platforms.
- » Analyzed and created executive reports for media coverage using Critical Mention and Cision software.

Sr. Director, Content & Creative | 12.2018 - 01.2022 | Minnesota United Director, Digital Media I 01.2017 - 12.2018 | Minnesota United Manager, Content I 04.2014 - 01.2017 | Minnesota United

Managed a seven-person content creation team, oversaw department budget, created company's content and digital marketing strategy and advanced relationships with corporate partners. Created and managed paid campaigns, published on social and other digital media platforms, wrote press releases and in-depth articles, shot and edited multimedia projects and designed websites using HTML, CSS, and Javascript programming.

- » Balanced a department budget of more than \$300 thousand, keeping overhead low while supporting \$15 million in annual sales revenue and \$20 million in annual partner revenue.
- » Implemented a structured content calendar leading to annual growth of more than 50% on all digital channels, up from 50 thousand to 415 thousand over five years.
- » Hired and trained editorial staff responsible for creating content, with five-year growth up from 675k to 5.25 million sessions annually.
- » Wrote and distributed press releases and notifications with 63% press engagement with 31.25 billion in total readership and \$69 million in earned media.
- » Designed and executed the accelerated launch of mnufc.com working with league contacts, coordinating release and running beta tests, completing project ahead of schedule six months prior to the start of the 2017 season.
- » Built an isolated mobile app for in-stadium and out of stadium use, launching ahead of the 2019 season with integrated mobile ticketing, content sections and in-seat delivery.

SKILLS

Social Media	
Writing	
Data / Analytics	
Leadership	
SEO	
Web Design	
Design	
Public Relations	
Photoshop	
InDesign	
Premiere	
Audition	
Illustrator	
Microsoft Suite	

PERSONAL PROFILE

Highly accomplished communication and marketing professional with a proven ability to produce engaging creative for integrated marketing campaigns, driving cross-platform revenue and growth.

Award-winning student journalist with ten years professional experience in communications and content creation. A guest lecturer at the University of Minnesota, Saint Thomas, numerous industry panels and published editor.

CONTACT INFORMATION

Tyson Hill

Phoenix, AZ., United States

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- in linkedin.com/in/hilltyson
- ☑ twitter.com/TYS0NHILL

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ADDITIONAL EXPERIENCE

Marketing Coordinator | 10.2013 - 04.2014 | Car Donation Foundation

- » Wrote and edited commissioned articles and blog posts for multiple chapters of The Make-A-Wish Foundation and veterans' charities.
- » Published long- and short-form content on social media and corporate websites.
- » Collaborated with project management around traditional marketing strategies – newspapers, magazines, telephone books, radio and TV concepts and placement, achieving one million dollars of donations in six months.
- » Used AdWords to design content and to improve SEO functionality and link building, bringing foundation websites to search engine front pages.

Reporter | 09.2012 - 10.2013 | Saint James Plaindealer

- » Developed written content for a weekly newspaper up to 16 articles per week on politics, sports and life in Saint James for a weekly circulation of more than 2,000 subscribers.
- » Remained visible and approachable within the community to gather appropriate information and manage projects.

EDUCATION

Minnesota State University Moorhead | 08.2009 - 05.2012

- » Bachelor of Arts, Communications
- » Bachelor of Arts, English
- » GPA: 3.83, Magna Cum Laude

UNIVERSITY EXPERIENCE

Practicum Editor | 01.2011 - 01.2012 | New River's Press

- » Published Good Things alongside author Nick Knittel.
- » Completed proofreading of manuscripts to detect and mark for correction any grammatical, typographical or compositional errors.

TA/Tutor I 12.2010 - 05.2012 | Minnesota State University Moorhead

- » Worked with seven students a week to develop writing strategy.
- » Developed 30+ students into professional level journalists and communicators.

VOLUNTEERISM

Work hard. Be nice.

Passionate about environmental issues, health and accessibility – with a strong belief that opportunities should be shared regardless of socioeconomic level.

- » Silver Linings Foundation
- » Special Olympics
- » Make-A-Wish
- » Animal Humane Society
- » Saint James Theater & Art Board Member
- » Society of Professional Journalists

JOB REFERENCES



Colleen Schwab

Global Lead, Communications & Community, Amazon

- P: Upon Request
- E: colleenschwab@outlook.com



John Guagliano

Chief Marketing Officer, Minnesota United FC

- P: Upon Request
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HOBBIES







Soccer

Swimming









Writing

Dogs

Reading