

TYLER MURILLO

SUMMARY

Knowledgeable social media content coordinator with solid foundation in creating engaging content across various social media platforms. Proven ability to drive audience growth and enhance brand visibility through innovative campaigns. Demonstrated expertise in content strategy and visual storytelling.

EXPERIENCE

Social Media Content Coordinator, 01/2022 to 04/2026

Tambourine - Fort Lauderdale, FL

- Developed and implemented content strategies across multiple social media platforms.
- Collaborated with cross-functional teams to enhance brand visibility and engagement.
- Analyzed social media metrics to refine content approach and drive audience growth.
- Curated and scheduled engaging posts to maintain consistent online presence.
- Oversaw community management, responding promptly to inquiries and feedback.
- Evaluated emerging trends in social media to inform strategic decision-making processes.
- Conducted daily updates to social media profiles to boost company online presence.
- Supported product launches through the creation of engaging multimedia content across various platforms.
- Conducted competitive analysis to identify content gaps and opportunities, informing the direction of future content creation.
- Stayed informed on industry trends and emerging platforms, adjusting strategies accordingly to stay ahead of competitors.
- Managed multiple social media accounts, ensuring consistent messaging and branding across all platforms.
- Strengthened content through proofreading and editing.

Lead Staff Writer/ Social Media Manager, 07/2016 to 07/2023

Attraction Insight - Florida

- Write web articles based on the latest in theme park news around Orlando.
- Manage social media accounts for the site (Facebook/Instagram). Engage with fans via various methods such as Facebook/Instagram Live streams, comments, and personal interaction.

CONTACT

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HIGHLIGHTS

Social media management

Proficient in Google productivity tools

Expertise in presentation software

Expertise in Adobe Audition

Data analysis

Employee development and engagement

Customer engagement

Targeted marketing initiatives

Effective multitasking

Team coordination

Consistent punctuality

Proficient in written communication

Visual storytelling

Team-oriented mindset

Skilled in content production

Unified brand messaging

Expertise in grammar and syntax review

- Use programs such as Wordpress to craft and develop new articles based on a variety of topics with a deadline.

Customer Service Staff, 07/2011 to 01/2022**Publix Supermarkets Inc. - Tamarac, FL**

- Train new employees
- Perform closing of daily and weekly business accounting functions
- Coordinate all front end personnel staff
- Handle customer service matters and engage with a high volume of customers.
- Maintain cash accountability, count register trays, handle large amounts of cash at once, process checks/money orders & process Western Union payments.

Lead Producer/ Student, 01/2020 to 04/2020**South Florida Journal - Florida Atlantic University**

Worked as both a student interviewer and a radio producer for the university's student news radio network.

EDUCATION

Bachelor's degree, Journalism, 04/2020**Florida Atlantic University** - Boca Raton, FL

I am currently a graduate at Florida Atlantic University. I am a journalism major completing my bachelors degree in the spring semester of 2020. While in the journalism program, I had an article published for Medium, and I also created a custom website using Wix. For the broadcasting program, I was responsible for conducting in-person interviews, editing soundbites/content on Adobe Audition, and organizing my team to produce a weekly radio show.

High School Diploma, 05/2014**J.P. Taravella High School** - Coral Springs, FL

Graduated with honors at JPT. Was a part of the DECA business club where I competed in international competition and won top ten in the world for my entrepreneurship event. Also participated in after school activities such as Latin Club and local community service events.
