

## **Tylor Jones**

(954) 292 – 9360

[tlj16@students.uwf.edu](mailto:tlj16@students.uwf.edu)

[tlj165.wix.com/hirelloyd](http://tlj165.wix.com/hirelloyd)

### **Education**

College: Bachelor of Arts, Communication

University of West Florida

Specialization: Public Relations

Minor: Marketing Applications

**Skills:** Verbal & written communication

- Develop and present public relations campaigns.
- Collaborate effectively with colleagues.
- Deliver informative and persuasive presentations.
- Speaking at public events, speech writing.

Marketing

- Create marketing flyers, brochures, newsletters, business logo, and stationary.
- Develop strategic plans to reach target audiences, including social media campaigns.
- Track engagement on social media platforms.
- Proficiency in Microsoft office, Photoshop, Adobe Illustrator.

### **Work Experience (most recent- earliest)**

#### **DriveTime**

**Sales Advisor**

**9/2015 – present**

Responsibilities:

- Achieve daily, weekly, and monthly goals.
- Use of strong interpersonal skills to accelerate business.
- Develop strategies to pique customer interest.
- Build and maintain relationships with customers.
- Educate qualified customers on Drivetime products, policies, and procedures.
- Work out financing options for customers.
- Create loyal customer base through multiple practices.
- Collaboration with co-workers in a team setting.

#### **Ichiban East & West**

**3/2015 – 9/2015**

**Server**

Responsibilities:

- Maintain courtesy and professionalism toward customers at all times.
- Work in a changing, fast paced environment.
- Stay organized and composed throughout the shift.
- Create rapport between customers and myself.
- Suggestively sell items to customers in order to raise sales.

**Internship – March of Dimes**

9/2014 – 12/2014

**Public relations intern**

## Responsibilities:

- Develop and maintain ongoing media.
- Place nationally produced PSAs for March for Babies and the Prematurity Campaign with all media. (Broadcast and cable TV, radio, print and web).
- Develop and implement media sponsorships.
- Identify and evaluate community marketing opportunities.
- Development and maintenance of social media.
- Prepare and distribute newsletters, news releases and other communications, collateral and publicity materials to support the publicity and promotion of fund-raising and mission activities, using tools provided and following March of Dimes style guidelines.
- Assist March of Dimes staff in the recruitment, training and promotion of Ambassador Families as spokespersons.
- Assisting with the planning and execution of promotional events.

**Lids (Genesco) Cordova Mall, Pensacola FL.**

3/2011 – 4/ 2013

**Assistant Store Manager**

## Responsibilities:

- Provide exceptional customer service; answering all phone calls and customer inquiries.
- Close the store register and make nightly cash deposits.
- Provide schedules for employees.
- Maintain high sales percentages.
- Keep associates on track and focused during shifts.
- Keep store orderly and presentable at all times.

**Involvement and Interests**

- UWF voyager journalist August 2012- May 2013
- Volunteer at Local Gulf Breeze Recreation Facilities
- Alpha Tau Omega Public Relations Chair Time held: 6/2011- 2/2012
  - Responsibilities: Assuring the organization maintains positive relations on campus and in the community; event planning and coordination; keeping frequent contact with alumni and other outside groups.
- UWF Student Body Government Senator. *Time held:* 1/2012- present
  - Communicating and presenting in front of many high ranking university faculty and staff, as well as other professionals that attend meetings.

**References: Available upon request.**