



**TYLER
ZIBAIE**

RESUME
+ REFERENCES

Experience +

TylerZibaie.com

Marketing + Design + Event Consultant | 2010-Present

- Personally acquired over 200 independently contracted clients with a primary focus of omni-channel marketing campaigns, content, branding, and event development.
- Designed, presented and integrated complete company branding and re-branding packages including digital, print and social media collateral.
- Managed budgets, timelines and multi-vendor contracts.
- Consulting Marketing Director, BLK OWL Events | 2012-2019
- Marketing Consultant for Wilmington Consulting Group | 2010 - 2011
- Content Contributor, Interviewer for Social, The Magazine | 2009-2010

INDOCHINO

Showroom General Manager | Portland, OR | 2019 - 2020

- Top in Showroom Manager Sales for District | 2019
- Top 10 Showroom | 2019
- Achieved annual sales budgets of 1.2 Million
- Developed and retained a unique, revenue driving corporate client book that features Adidas, The Portland Trailblazers, Fisher Investments, JP Morgan and The Portland Winterhawks.
- Marketing contributions in social + brand collaborative content
- Developed a KPI and operational management tool used to enhance showroom performance.
- Gained company wide recognition for personal sales during 2020 Q1 & Q2 wherein I worked from home managing virtual client appointments.

J CREW

Flagship Associate Store Manager | Portland, OR | 2018 - 2019

- Recruited, trained and managed a team of 20-40 individuals who's roles varied from management to inventory intake associates.
- Managed and achieved a 4.5 Million USD annual sales budget.
- Unique to this position, I also worked as an Event Coordinator for the local market in efforts to expand client awareness and elevate brand exposure.
- Oversaw fiscal success of business from daily ops to sales and high volume inventory management

ALDO

Store Manager | Raleigh, NC + Portland, OR | 2013-2018

- Recovered a remote market, transforming it into a company leader for multi-year sales growth and operational standards.
- Managed and achieved budgets varying from 750K to 1.2 Million USD
- Assisted in staffing, development and sales growth of multiple stores.
- Operated as General Manager in lieu of in locations when needed while maintaining a home base location.
- Maintained personal and team leading KPI's
- Delivered staff performance reviews and set store goals.
- Held the highest individual sale in a store of \$4,500
- One of Eight company-wide Private Event Coordinators | 2013-2015

Academia +

Cape Fear Community College

- AA // Marketing + College Transfer Program
- Small business design ally
- Campus featured mixed media artist

INDOCHINO | Inclusion Diversity & Bias Committee

Acting member tasked to improve education, training and operational processes encompassing social, racial and implicit bias in the workplace.

Fringe Fashion PDX | Chair & Marketing Director

Fringe Fashion PDX was an event based non-profit that focused on the elevation of art and fashion within the marginalized POC, Black & LGBTQIA communities of the United States. 2017-2019

Specializations +

- Sales Training + Development
- Staffing + Employee Retention
- Business Operations Management
- Event Design + Management
- Social Media Management
- Client Acquisition
- Payroll + P&L Management
- Digital Advertising / PPC
- Digital Marketing
- Graphic Design (CS Suite)
- Wix + Square Space Pro
- Canva
- Public Speaking
- Publishing
- Copy + Blog Writing
- Custom + Enterprise CRM
- Mail Chimp

Hobbies +

- Travel
- Film
- Collaborative Content Creation
- Vinyl Collecting
- Instrument Collecting
- Culinary Arts
- Hiking
- Family Adventures



REFERENCES..

Alyssa Fugitti | Client

Speech Pathologist
Evergreen Therapy Connections
(847) 322 - 6487

Camron Zibaie | Client

BLK OWL Events
(619) 997 - 3872

Sloane White | Client

Fringe Fashion PDX
+ Sloane White Couture
(971) 256-2283

Rachel Miller | Client

Sundase Organic Tanning
(910) 633 - 0962

Alyssa Woolley

Former Lead Employee
ALDO + J CREW + INDOCHINO
(505) 503 5703

Harshdeep Thind

Former District Manager
INDOCHINO
(778) 317-6995

A WORD FROM A CLIENT..

"I'm very impressed not only with Tyler's work, but also his effective communication, efficiency and diligence throughout the life of my project.

He helped turn a bunch of ideas in my head into a fully functioning, sleek website. Tyler created a whole new logo and design as well for my site that was consistent and easy to read for my clients. I can't thank him enough for helping me get my business off the ground!"

-Evergreen Therapy Connections

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