



SCOTT TYRCHA

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■ about me

I am a driven, skilled and personable Senior Web Designer and Creative Manager. I have extensive experience in Graphic Design, Web Design, Front End Development and Email Marketing. I thrive in a deadline-driven, collaborative environment where clear goals are set. I have also lead, directed and managed a group of peers.

■ experience

Creative Manager, eImprovement LLC // June 2017 - Present

- Established process for requesting art from creative department.
- Project managed creative requests for internal and external stakeholders.
- Project managed outside agencies.
- Designed creative and responsively coded marketing emails.
- Created, updated and edited web pages and landing pages.

Sr. Web Designer & Email Marketing Manager, eImprovement LLC // April 2016 - June 2017

- Managed email campaigns & communication of 3rd party brands through email marketing.
- Conceptualized, strategized and analyzed email marketing campaigns and made recommendations for improvement.
- Managed trigger email campaigns throughout the customer life cycle to maximize sales.
- A/B Tested various email campaigns to establish the most effective results.
- Reported to the Marketing Director on industry standard KPIs and sales revenues generated through email marketing campaigns.
- Project managed and mobilized Email Service Provider (ESP) migration.
- Evolved design and scheduling of promotional creative assets on customer facing website.

Front End Developer, eImprovement LLC // April 2015 - April 2016

- Maintained and improved website.
- Updated legacy HTML web pages into responsive format.
- Designed mobile-based features.
- Created quality mock-ups and prototypes.
- Designed and managed site-wide promotional campaigns.

Web Designer, The LANG Companies, Inc. // June 2014 - April 2015

- Maintained and evolved the look and feel of e-commerce websites and marketing channel materials while juggling many other deadline sensitive projects.
- Evolved design, code, strategy and testing of customer facing marketing emails.
- Developed initial strategies addressing campaign strategy, product, brand, content and overall user experience as a member of the Marketing team.
- Established the brand's look and feel across social media and affiliate programs.
- Project managed outside agencies.
- Trained new hires on day-to-day activities within content management system.

Web Designer, BuySeasons, Inc. // October 2011 - August 2013

- Maintained and evolved the look and feel of e-commerce websites and marketing channel materials while juggling many other deadline sensitive projects.
- Worked in close collaboration with Marketing team members to develop initial strategies addressing product, brand, content and overall user experience.
- Established the brand's look and feel across social media and affiliate programs.
- Trained new hires and seasonal interns on internal processes to accomplish projects and day-to-day tasks.
- Troubleshoot problematic HTML and CSS issues as they arose in the Marketing Department.

■ previous experience

Senior Designer, PowerSports Network
// November 2006 - October 2011

Graphic Designer, Pre-Press Tech, Modern Graphics, Inc.
// May 2004 - November 2006

Web Comm. Coordinator Assistant, Valparaiso U.
// January 2000 - January 2002

■ other experience

Asst. Football Coach, Shorewood/Messmer High School
// August 2009 - November 2009

Professional Athlete, Continental Indoor Football League
// April 2005 - April 2008

Professional Athlete, Arena Football League
// April 2002 - April 2004

Marketing Skills

Merchandising
Reporting
Data Analysis
Campaign Planning
Campaign Management
Vendor Management

Design Skills

Branding & Identity
Responsive Website Design
Responsive Email Design
Print Design / Pre-Press
Apparel Design
Basic Sketching
Basic Photography

Tools

Photoshop	●●●●●●
Illustrator	●●●●●○
Dreamweaver	●●●●●○
InDesign	●●●●●○
Microsoft Office	●●●●●○
HTML	●●●●●●
CSS	●●●●●○
Magento	●●●●●○
Listrak	●●●●●○
Bronto	●●●●●○
Mac OS	●●●●●●
Windows OS	●●●●●●

Education

Valparaiso University
BA, Graphic Design '00-'02

Lake Forest College
None, Studio Art '97-'99

Interests & Hobbies

T-shirt Design
Collecting Chicago Bears Memorabilia
Managing Chicago Bears Collection Website (www.cbcollector.com)
Coffee Enthusiast