

# Tyler M. Dedrick

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## WORK EXPERIENCE

### Trisolute News Dashboard | Madison, WI

**Customer Relationship Manager:** April 2023 – present

- Supported News Dashboard customers
- Educated others about news SEO

### Freelance | Phoenix, AZ

**Reporter & Consultant:** December 2022 – March 2023

- Reported for Adams Publishing Group
- Audited and advised Arizona Center for Investigative Reporting on digital audience strategies

### Adams Publishing Group | Madison, WI

National chain of local newspapers

**Dow Jones News Fund Data Intern:** May 2022 – August 2022

- Covered government and community activity
- Made data-driven story topic and SEO recommendations

### Digital Audiences Lab | Phoenix, AZ

Award-winning digital marketing agency and class housed in the Walter Cronkite School of Journalism and Mass Communication at ASU

**Teaching Assistant |** September 2021 – April 2022

- Coached students on digital audience strategies
- Managed projects and client relationships

### Catholic Extension | Chicago, IL

National faith-based fundraising organization

**Digital Development Associate:** March 2020 – July 2021

- Coordinated fundraising and stewardship content

**Digital Communications Associate:** January 2019 – March 2020

- Produced and edited content for web, email and social media
- Project managed website redesign & migration

### The Digital Ring | Madison, WI

Digital marketing agency servicing local and regional clients

**Senior Associate, Digital Media:** May 2018 – December 2018

- Managed Facebook, LinkedIn and Twitter ad campaigns

### Blackbird Garage | Chicago, IL

Start-up paid social agency scaling early-stage e-commerce businesses

**Client Strategist:** June 2017 – April 2018

- Managed client relationships

**Digital Strategist:** June 2016 – June 2017

- Managed Google Ads campaigns

## SKILLS & TOOLS

### Advanced:

- Microsoft Excel, Google Sheets, Google Data Studio, Google Analytics, Google Search Console, Adobe Express, SEO, Engaging Networks, social media, email newsletter production & analytics

### Proficient:

- PowerBI, AP Style, WordPress CMS, Drupal CMS, BLOX CMS

### Working Knowledge:

- SQL, HTML/CSS, Tableau, OpenRefine, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, MailChimp, Virtuous CRM, Kindful CRM, event planning

## EDUCATION

### Walter Cronkite School of Journalism and Mass Communication | December 2022

at Arizona State University

- Master of Arts in Investigative Journalism

### Academic Honors:

- Received full-tuition teaching fellowship
- *Kappa Tau Alpha*: Honor society recognizing top 10% of class

### Capstone: Howard Center for Investigative Journalism | August 2022 – December 2022

- Contributed to a major yet-to-be published AP investigation
- Conducted original reporting and produced two stories

### School of Journalism and Mass Communication | May 2016

at University of Wisconsin-Madison

- Bachelor of Arts in Journalism and Mass Communication
- Certificate in Digital Studies