

TYLER MCCANN

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EDUCATION

Bowling Green State University (BGSU), Bowling Green, OH

Graduation: May 2020

- Bachelor of Science in Business Administration
- College of Business, Specialization in Marketing, Minor in Entrepreneurship

GPA 3.2

EXPERIENCE

BGSU Falcon Marching Band, Marketing Head, Bowling Green, OH

January 2018- Present

- Develop cohesive marketing plans for the ensemble and manage the band's message
- Work with the Technology team to maintain online presence and appropriate copyright information
- Coordinate the FMB's public image and marketing campaigns, coordinate social media messaging

John McCann Trucking, Mechanic, Manager, Mount Vernon, OH

May 2012 – Present

- Stock and review truck for daily operation, provide customer assistance through phone for over 600 customers.
- Increased sales by 20% through print advertisements and providing strong customer service.

Whit's Frozen Custard, Assistant Manager, Mount Vernon, OH

March 2016 - 2017

- Attend cash register of roughly \$3,000 daily, assemble products, and executed efficient clean up tasks.
- Purchased products for store, supervised production to company standards while correcting any mistakes, stocked and prepared food trailer for travel and assisted in overseeing operations.

The Kroger Company, Cashier & Bagger, Mount Vernon, OH

December 2014 - March 2016

- Processed orders while engaging in face to face conversation with over 300 people daily.
- Provided a positive atmosphere for all customers while promoting sales at The Kroger Company.

INVOLVEMENT

College of Business Peer Leader, Student Leader, Bowling Green OH

June 2017- Present

- Outreach to 25 incoming College of Business Freshman by email, call, text.
- Provide each student with essential information to make the college transition as smooth as possible.
- Organize, hold, and run meetings during the week to help with Freshman networking.

American Marketing Association, Social Media, Bowling Green OH

August 2017- Present

- Attend and participate in biweekly meetings
- Provide knowledge and ideas to better strengthen our social media platforms
- Active member of sales team, promotion team, and social media team

Entrepreneurship Club, Member, Bowling Green, OH

September 2016 - Present

- Attend weekly meetings while providing input on the club and ways to expand.
- Attend speaker events while actively staying engaged during discussion periods.

Circle K International, Treasurer & Fundraising Head, Bowling Green, OH

August 2016 – Present

- Plan, create, and carry through a total of 8 fundraisers every academic year
- Record and update the budget when need, while providing financial statements to the club at meetings
- Give a minimum of 20 hours of service per semester

SKILLS

Verbal & Written Communication

Multitasking

Retail Marketing

Public Relations

Interpersonal

Dependability

Strong Work Ethic

Self-Confidence

Leadership

Advertising & Promotions

Problem Solving

Social Media Marketing

ACCOMPLISHMENTS

Business Scholar, BGSU College of Business

May 2016 - May 2017

- 1 of 400 students to receive a \$2,000 for outstanding business leadership, communication, work ethic.

Misamore Marching Band Scholarship, BGSU College of Musical Arts

May 2017

- 1 of 200 students to receive a \$1,200 scholarship for demonstrating exceptional leadership in music.