



TYLER ANDERSON

Freelance Journalist

I am a qualified and professional writer with five years of experience in content management and customer relations. Strong creative skills teamed with a high product knowledge results in a keen eye for detail.

WORK EXPERIENCE

PUBLISHING | Five (5) Years

2020 - PRESENT

- Written, edited, and published articles
- Demonstrated high product knowledge due to background in automotive sales, lifelong enthusiasm for cars
- CURRENTLY - **Motor1**
 - **SEO, Features, Weekend News Coverage**
- PREVIOUSLY - The Autopian, Autoblog, GM Authority, CarBuzz, HotCars

SALES | Four (4) Years

2021 - PRESENT

- Automotive sales, primarily for Mazda
- Responsible for lead generation, referrals, vehicle demos, negotiations guided by, and toward, F&I office, and deliveries
- PREVIOUSLY - Green Living Magazine (AZ), Galpin Ford Lincoln Mazda (AZ), Hiley Mazda (TX), Grubbs Volvo (TX)

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SKILLS

- CMS, CRM Systems
- Content Writing
- Copywriting
- Adobe Creative Suite
- SEO
- UX/UI Design
- Web Design
- Design Thinking
- Project Management
- AP Style
- Sales Assessment
- Customer Service

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY
CLASS OF 2019

BACHELOR OF SCIENCE - Journalism
MINOR - Public Relations