

# Tyler Anderson

*Auto Specialist*

## Experience

### SALES | Four (4) Years

Currently: Mark Mazda Scottsdale

Automotive sales, primarily for Mazda; Responsible for lead generation, referrals, vehicle demos, negotiations guided by, and toward, F&I office, and deliveries

### PUBLISHING | Five (5) Years

Written, edited, and published articles; Demonstrated high product knowledge due to background in automotive sales, lifelong enthusiasm for cars

### PLATFORMS

- Motor1, Autoblog, The Autopian, GM Authority, CarBuzz, HotCars

## Contact

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[www.tygermind.com](http://www.tygermind.com)

*Hello,*

I am a qualified writer and auto specialist with five years of experience in content management and customer relations. A lifelong car buff with creative skills that pairs well with high product knowledge results in a keen eye for detail.

When I am not writing, you can find me reading, traveling, or both!

## 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