

R. Tyson Wallace

Marketing Specialist and Program Director

Pleasant Grove, UT

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Marketing Specialist and Program Director with a proven record of exercising innovative graphic design principles and incorporating project management best practices. Over 15 years of professional graphic design work and 6 years of project and program management. Recognized for impeccable organization and straightforward instruction.

- Brand Management
- Strategic Growth Plans
- Process Improvement
- Risk Mitigation
- Cross Functional Collaboration
- Team Leadership and Motivation
- Marketing Strategy
- Agile and Scrum Project Management Proficient
- Print, Web, and Social Media Marketing
- Data Analysis
- Wordpress and Basic HTML
- Go-to-market strategy
- International Business Experience
- Budget Development
- Digital Advertising
- Search Engine Optimization (SEO)
- JIRA, Azure, Adobe Creative Suite
- Microsoft Office and Sharepoint

PROFESSIONAL

Christopherson Business Travel, Murray, UT

July 2022 - Jan 2023

Delivery Manager/Project Manager

Unify departments and clarify processes for efficient delivery of software products.

- Provided insight and drove tasks through organized project management software.
- Organized and followed up with tasks identified through cross department meetings.
- Motivated and inspired team members through weekly discussions and recognition.
- Tracked workload through JIRA, Azure, Productboard and other project management software.

NewAge, Inc., American Fork, UT

May 2020 - Apr 2022

Program Manager, Director

Expand project oversight by planning and directing marketing and product launch plans.

- Developed 2 year project and marketing plan to lead the company to future expansion.
- Led over 50 team members in organizing and completing projects effectively.
- Devised and applied a product development process to over 10 successful product launches.
- Prepared weekly agendas and executive summaries, providing transparency to key stakeholders.
- Assigned tasks and managed accountability to improve processes.
- Consistently met budget and time constraints.

Project Manager, Senior Manager

Organize processes and lead the development team from product concept to launch.

- Designed multiple development processes to fit various projects (innovation, reformulation).
- Created over 150 Gantt charts to manage project timelines.
- Guided department priorities and built momentum on priority projects.

Morinda (merged with NewAge), American Fork, UT

Jun 2016 - May 2020

Product Development, Senior Manager

Provide insight into market trends and customer expectations, and elevate perceived brand value.

- Managed packaging, product development, pricing, and marketing plans.
- Educated the team about products so sales tools and distributor education materials were created.
- Tracked monthly sales and in-market conditions to manage brand portfolio.
- Completed market research to create consumer insights for fact-based decision making.
- Identified opportunities for innovative product development, and product line extensions or reductions.
- Ensured long-term product line growth through effective marketing campaigns.

Emergency Essentials, Orem, UT

Apr 2009 - Jun 2016

Market Manager

Elevate the company value with a brand refresh and expand the product line to more consumers.

- Central to rebrand design including logos, digital marketing, print marketing and product packaging.
- Prepared presentations and sales materials for meetings with distributors like Costco and Walmart.
- Designed expo booths, retail store experiences, product packaging, and corporate materials.
- Built business relationships to secure competitive pricing, production priority and quality products.
- Encouraged a teamwork environment to maximize marketing effectiveness.
- Developed marketing communications to strengthen customer relationships.

Graphic Design Supervisor

Responsible for managing the creative and marketing teams while maintaining brand cohesiveness.

- Authored over 100 monthly, nationwide print catalogs used to increase sales year over year.
- Enhanced social media and brand marketing initiatives with over 500 online advertisements.
- Strategically oversaw marketing campaigns from inception to completion with the design team.
- Approved print jobs and worked with manufacturers to ensure quality print results.

EDUCATION

Bachelor of Arts (B.A.), English Language and Literature, 2012, *Utah Valley University*

Associate of Applied Science (A.A.S), Digital Communication Technology, 2012, *Utah Valley University*

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