**Ty Horner**  
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**SUMMARY**

**DYNAMIC DATA-DRIVEN MARKETING & BUSINESS DEVELOPMENT EXECUTIVE** with a proven track record in leveraging data-driven decision-making to drive growth and achieve objectives. Recognized for bringing energy, effectiveness, and meticulous attention to detail to every initiative. Highly adaptable, quick to learn, and skilled at managing ambiguity while balancing multiple priorities. A collaborative team leader with a history of executing innovative marketing strategies, enhancing customer engagement, and consistently exceeding both company and client expectations. Experienced in managing digital campaigns, optimizing SEO strategy, website management, and utilizing data analysis to drive actionable insights and improvements.

**PROFESSIONAL EXPERIENCE**

**Senior Vice President, Marketing** | *Financial Recovery Strategies* | *September 2013 – Present*

* Led all global marketing endeavors, including digital marketing, print marketing, public relations, event coordination, client communication, and management of internal staff and outsourced teams.
* Managed and optimized digital marketing programs across paid search, paid social (LinkedIn, Facebook), and display advertising platforms to align with overall marketing goals.
* Developed and managed integrated marketing campaigns and materials, resulting in a 400% increase in client base, including Fortune-level companies.
* Improved client outreach success rate by 350% and significantly enhanced social media engagement across all platforms, utilizing SEO strategy, content marketing, and data-driven strategies.
* Designed and re-designed marketing materials, corporate branding, and document management to align with market trends and customer preferences.
* Managed website performance and optimization, ensuring alignment with best practices for user experience (UX) and conversion rate optimization (CRO).
* Employed tools like GA4 and other SEO tools to analyze digital performance, identify trends, and present actionable recommendations to stakeholders.
* Conducted extensive data analysis to derive insights and report findings to senior management, aiding in strategic decision-making.
* Designed, executed, and analyzed A/B tests to optimize digital marketing performance, including ad creatives and landing pages.
* Researched and implemented new technologies, including marketing automation platforms (e.g., Marketing Cloud, Pardot, Zoho) to streamline processes and improve marketing effectiveness.
* Acted as the primary liaison with digital agencies to ensure alignment of paid search and SEO programs with company goals, delivering strong ROI and meeting KPIs.
* Monitored digital marketing trends to proactively implement new strategies, resulting in improved campaign performance.

**Product Development Specialist** | *Hyman Beck & Company* | *May 2010 – March 2013*

* Developed creative materials and content for the sales team, resulting in significant capital raises during challenging market conditions.
* Managed proprietary client databases, performance monitoring, and technological infrastructure, including CRM management (Salesforce).
* Designed and re-designed corporate identity, marketing materials, and internal documents to support branding and marketing efforts.
* Conducted trading analysis and prepared comprehensive reports for investors and business partners using data visualization techniques.
* Provided support for technology infrastructure, including disaster recovery planning and execution, ensuring business continuity.

**Marketing Associate** | *MarketCounsel/Hamburger Law Firm/MailBanc* | *June 2006 – May 2010*

* Designed and implemented branding strategies and marketing materials for three corporate entities from inception, establishing strong market positioning.
* Developed printed materials, web pages, logos, and other marketing tools to support lead generation and brand awareness.
* Coordinated conference preparation, managed client relations, and conducted market and competitor research to inform marketing strategies.
* Supported CRM data management, database organization, and technology help desk operations to improve organizational efficiency.

**CONSULTING EXPERIENCE**

As a professional who prides himself in expanding skillsets, knowledge, and keeping a general “ear to the streets”, I have always been involved in some level of consulting, non-profit, and/or professional growth work. These roles have ranged from business development and marketing, to paralegal, accounting, and IT related roles. Since I have always made long term commitments to the companies I work for, these consulting roles have allowed me to expand my knowledge of other industries, which has come in handy when working with new and different client bases. Some key projects that have made a lasting impression on me as a business professional are listed below:

* Potter Esquire Media Group (Enterprise Digital Marketing Group)
* Tobia & Lovelace, Esqs. (Law Firm)
* Monte Capital Group (Fund Manager)
* The Dream School Foundation (International Education Non-Profit)
* GoGreen Dry Cleaning (Dry Cleaning group with many locations along the east coast)
* PesoCar (Startup)
* Becka Flo Yoga (Digital Yoga Platform)
* Conscious Classroom (Education Consulting)

**EDUCATION & CERTIFICATIONS**

**Google Analytics (GA4) Certification |** September 2024

**IBM Data Science Certification |** August 2024

**Associate’s Degree** | *Bergen Community College* | *Business Management* | *GPA: 3.75*

**Pursuing Bachelor’s Degree** | *University of Phoenix* | *Business Management*

**SKILLS AND KNOWLEDGE**

Project & Team Management | Attention To Detail | Creative | Analytical & Resourceful | Team Player | Strong Leadership | Salesforce | Pardot | Marketing Cloud | iContact | Form Development Softwares | Facebook | Instagram | LinkedIn | Sprout Social | Adobe Creative Suite | Wordpress | Html/CSS Editing | Google Analytics 4 (GA4), SEO Tools | Hoovers | Zoominfo | Email Archiving Systems | Quickbooks | Firewall Systems | Antivirus Softwares | Hosted Exchange Systems | Microsoft Office | Basic Understanding of Data Science Tools: Machine Learning, Predictive Modeling, Marketing Mix Modeling, Market Basket Analysis, Dashboard Development, KPI Tracking, Python*, R, SQL, Apache, Tableau, Matplotlib, Seaborn, Hadoop, Spark TensorFlow, Keras, PyTorch, Scikit-Learn, Pandas, NumPy*