**Ty Horner**

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**PROFESSIONAL SUCCESS HIGHLIGHTS**

* **Successful Growth of Small Businesses**: Internal company growth of over 400%, and an over 5000% increase in clients.
* **Product Development & GTM Strategy:** Brought an alternative investment product to market, raising +$4MM.
* **Project Management & Cross-Departmental Leadership**: Implemented automation systems integrating CRM, website, and communication platforms, improving sales conversion rate by over 70%.
* **Engaging and Dynamic Messaging**: Audience engagement increased +1000%.

**PROFESSIONAL EXPERIENCE**

**Senior Vice President, Marketing -** *Financial Recovery Strategies | Fintech, Professional Services, SaaS*

Englewood Cliffs, NJ - September 2013 to Present

* Manage marketing team of +10, working alongside c-level and successfully delivering on their goals and expectations.
* Development and design of Marketing Cloud implementation and complex email & SMS journeys.
* Cultivate strategic partnerships with organizations for joint marketing initiatives.
* Spearhead data-driven strategic marketing initiatives, enhancing audience engagement and conversation building.
* Optimize ROI and align campaigns with business objectives to maximize impact and reach.
* Oversee website optimization, SEO, social media and other digital marketing platforms.
* Ongoing data analysis to validate successes and suggest improvements to senior management.

**Project Manager, Data Science & Digital Media -** *Potter Esquire Media Group | Digital Media Agency*

Remote - March 2013 to September 2013

* Projects included: Digital Transformation, Product Management, Website & Mobile App Design, Go-To-Market Strategy.

**Product Developer -** *Hyman Beck & Company | Commodity Trading Advisor, Asset Management, Financial Services*

Florham Park, NJ - May 2010 to March 2013

* Develop targeted materials, raising capital and reinforcing client relationships.
* Led development and branding of new alternative investment vehicle.
* Digital transformation of corporate identity and marketing strategies.
* Conducted in-depth trading data analysis, producing investor reports that facilitated informed decision-making.
* Led technology improvements, implementing disaster recovery plans to ensure business continuity and data security.

**EDUCATION & CERTIFICATIONS**

* **Bachelor of Science in Business Management** | University of Phoenix • Pursuing
* **Associate of Science in Business Management** | Bergen Community College
* **IBM Data Science Certification** | Coursera
* **Google Analytics (Ga4) Certification** | Google
* **Google Agile Certification** | Google

**SKILLS**

* **Leadership & Management:** Shareholder Collaboration, Go-To-Market Strategy, Project Management, Product Management, Team Management, Agile Methodologies, Change Management.
* **Marketing:** Adobe Creative Suite, CRM & Marketing Automation (e.g. Salesforce, Pardot, Marketing Cloud), Social Media Platforms, Google Analytics 4 (GA4), WordPress, Microsoft Office.
* **Certified Understanding of Data Science Tools:** AI & Machine Learning, Predictive Modeling, Marketing Mix Modeling, KPI Tracking, Python, SQL, Tableau, Power BI.