

TYLER TODD ROBINSON

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EXPERIENCE

VIDEO PRODUCER & MARKETING PROJECT MANAGER

UCI Paul Merage School of Business | March 2019 - Present

Manage all marketing-related photography and videography for the Merage School. Conceptualize, shoot, edit and deliver content in-house. I've helped increase channel viewership by 286% and subscriber rate by 109%. As a Marketing Project Manager, my daily responsibilities include managing marketing plans and digital campaigns for our Centers of Excellence and the Diversity, Equity and Inclusion conferences.

SENIOR CREATIVE CONTENT PRODUCER

UCLA Athletic Department | January 2018 - March 2019

Created exclusive and innovative digital content for UCLA Athletics that uniquely promoted individual teams, athletes and the overall UCLA brand. I was accountable for a full-time Content Producer and interns on daily projects. During my time with UCLA, I helped increase the social media following by over 20% and mentored two content producers that went on to get promotions in the industry. Additionally, I have experience publishing and managing the content flow from creation to CMS systems in Cascade.

INFANTRYMAN

United States Army National Guard | April 2013 - March 2019

Deployed to Kabul, Afghanistan, under Operation Enduring Freedom. Successfully performed over 90 missions as a mounted machine gunner on the Kabul Base Cluster Quick Reaction Force. Provided security as a Guardian Angel on 33 Key Leader Engagements. USFOR-A COMSEC courier for 2-162 Battalion and performed two levels above rank as the Platoon Signal Support NCO for Alpha Company 2-162. Awarded the Army Commendation Medal for meritorious service overseas.

STUDENT DIRECTOR | VIDEO PRODUCER

Allen Hall Advertising | June 2016 - December 2017

Directed seven student producers on nine creative accounts. Worked as a producer on the Lundquist College of Business: New Venture Championship, City of Cottage Grove and the University of Oregon: Department of Theatre accounts. Co-founder, producer and editor for a social justice campaign, Reset the Code.

OREGON FILMS PRODUCTION INTERN

University of Oregon Athletic Department | August 2015 - December 2017

Assisted the Director of Video Production in creating new and distinguished content for all 21 NCAA sports and athletic department events for @GoDucks. Embedded with the Oregon Football team as a videographer and traveled with the team to capture game action and behind-the-scenes player content.

EDUCATION

University of Oregon
Eugene, OR
Bachelor's Degree, Journalism: Advertising

AWARDS

UCI STAR Employee Award (Staff Recognition)
Climate Action Challenge - Finalist (University of Oregon)
Young Ones Student Finalist - Reset The Code