TYLER STRACHAN

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EXPERIENCE

Eco Engineers - Marketing and Brand Analyst
May 2024 - Current

- Create print and online marketing materials for events
- Led a project of establishing a company merch store and set up a system to track our carbon emissions
- Update and Manage website

Drake Political Review - Art Director
June 2024 - Current

- Create vision and design execution for biannual magazine
- Lead a team to produce cohesive and visually engaging content that aligns with the publication's brand.
- Create and manage social media content focused on state and national political developments.

Drake Magazine - Designer
January 2023 - Current

- Create engaging designs and formatting stories for Drake Magazine Issues.
- Collaborate with writers, photographers, editors, and other designers to help make a cohesive issue.

Drake University Communications and Marketing - Graphic Design Intern
August 2023 - May 2024

- Created print and online materials for Drake admissions, social media, and the different schools within the college.
- Worked under fast deadlines.
- Followed a style guide with an established reputation and brand identity

Taylored Expressions - Package Design Intern
May 2023 - August 203

- Updated and created new packaging for TE products.
- Created web-based images for displaying products in the online store.
- Translated digital media into a print format

EDUCATION

Drake University, Des Moines, IA
Projected Graduation Date May 2025

- Double major in graphic design and public relations
- Minor in magazine and brand media
- I am currently a senior, and I take a lot of courses related to art and design, writing, social media, and general communications.

SKILLS

- Adobe Creative Suite
- Word Press
- AP Stylebook
- Communication

LEADERSHIP

Delta Gamma Alpha Lambda VP communications
January 2024 - Current

- Led chapter communication efforts, including running meetings and managing attendance.
- Oversaw internal and external social media strategy, increasing chapter visibility.
- Updated and maintained bylaws, ensuring compliance and clarity.
- Managed website content, keeping members informed of events and updates.

Delta Gamma Alpha Lambda Director of Social Media
January 2024 - Current

- Generated new content for Delta Gamma Alpha Lambda's social media pages.
- Increased engagement across all platforms
- 5% increase in followers from August to October 2023