Tyler Reigel
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EDUCATION

East Stroudsburg University
Bachelor of Science in Marketing
Graduating in December 2027

Owner and Founder - October 2024 - Current
TJ Visuals
• Founded and operated a digital media brand specializing in motorsports content creation.
• Managed client relationships, communication, and project deadlines across multiple concurrent accounts.
• Designed and delivered graphics for race teams and businesses, balancing client expectations with tight turnarounds.

Marketing and Social Media Specialist - March 2026 - September 2026
Port Royal Speedway
Grew Instagram following 46%, from 7,000 to 10,200 followers, through consistent content creation, race promotion, and audience engagement.
Reached **537,000+ accounts** through social media marketing efforts, increasing exposure for Port Royal Speedway, drivers, events, and sponsors.
Created and published **200+ social media posts and reels** promoting races, drivers, results, sponsors, and track activities.
Developed digital marketing campaigns promoting **15+ racing events**, using event previews, promotional graphics, race-day coverage, and post-race content.
Increased audience engagement across social platforms by creating timely, event-focused content that generated increased likes and shares.

Social Media Manager - February 2025 - November 2025
Two C Racing
• Created race-day graphics, promotional content, and sponsor recognition posts.
• Grew fan engagement through consistent content creation across social platforms.

Marketing and Sales Intern - August 2026 - Current
Armory Events
• Supported sales efforts while managing social media accounts and marketing event campaigns.

Basketball Trainer - January 2023 - March 2024
Lewisburg YMCA
• Coached and trained youth athletes, organizing drills and structured practices to develop individual skills.

SKILLS

Marketing and Design: Email Marketing, Social Media Marketing, Google Ads, Brand Marketing
Sales and Communication: Client Relationship Management, Communication, Organization

CERTIFICATIONS

- Google Ads Search Certification — Google, 2026
Demonstrated proficiency in building, optimizing, and managing Google Search campaigns.

AWARDS & HONORS

• Dean's List, East Stroudsburg University

- Dean's List, Rowan College of South Jersey
- Varsity Basketball Team Captain
- 1,000-Point Varsity Basketball Scorer
- Former Collegiate Basketball Player