

Tyler Riddell

Fractional Marketing Leader | Marketing Operations | Project Management
Texas • tyleriddell26@gmail.com • (918) 671-6379 • www.linkedin.com/in/tyler-riddell/

Summary

Tyler Riddell is a Fractional Marketing Operations & Project Manager with more than 10 years of marketing experience. Organizations engage Tyler for both short-term strategic projects that require immediate execution and long-term fractional marketing leadership that strengthens marketing operations, improves processes, and drives sustainable growth.

Technical Skills

Project & Collaboration: Asana, Monday.com, Jira, Smartsheet, Lucid & Slack

CRM: HubSpot, Salesforce, Zoho & Pipedrive

Web: WordPress, Wix & Squarespace

Automation & AI: ChatGPT, Microsoft Copilot, Gemini & Zapier

Marketing Platforms: Iterable, Mailchimp, GetResponse, Klaviyo & SendGrid

Design: Canva & Adobe Creative Cloud

Fractional Client Portfolio

Fractional Marketing Operations & Project Manager

May 2016 - Present

Provide fractional marketing operations, project management, and strategic marketing leadership to multiple client organizations simultaneously, partnering with 2–3 clients at a time to improve marketing performance, streamline operations, and deliver high-impact initiatives.

MIT Sloan Management Review (Industry: Higher Ed./Media)

Cambridge, Massachusetts

February 2026 – Present

- Manage the production and execution of **15+ editorial and marketing campaigns per month**, coordinating cross-functional teams through Asana to support **228,000+ subscribers** and **\$1.57M in subscriber revenue**.
- Develop campaign schedules, production workflows, and reusable templates that improve operational efficiency and ensure on-time delivery.
- Partner with editorial, design, marketing, and leadership teams to execute campaigns while maintaining quality assurance across automated customer journeys.
- Leverage AI-powered tools to streamline content production and support a publication and website serving **3.5M+ annual users**.

PFG Marketing (Industry: Marketing Agency)

New Jersey

January 2026 – Present

- Lead **3–5 concurrent projects** across an average portfolio of **five B2B clients**, managing project execution from kickoff through delivery for websites, branding initiatives, and digital assets.
- Develop project schedules and coordinate designers, developers, content creators, and client stakeholders to deliver marketing initiatives on time.
- Recovered a stalled internal website initiative by rebuilding workflows, improving collaboration, and accelerating project completion.
- Standardized marketing operations and introduced AI-assisted workflows that improved production efficiency across multiple client engagements.

The Real Estate Council of Texas (Industry: Real Estate)

Dallas, Texas

October 2025 – Present

- Manage digital communications supporting marketing campaigns, organizational initiatives, and member engagement by coordinating **30+ monthly website and marketing requests**.
- Produce and deploy **four newsletters a month** and **one to two weekly email campaigns**, maintaining **40–50% open rates**, **15–20% click rates**, and **100% delivery**.

- Manage website content, digital assets, and marketing requests across multiple departments while coordinating priorities through Monday.com.
- Develop marketing performance reports and leverage AI-powered tools to improve workflow efficiency and campaign execution.

Pay with Spire (Industry: Finance & Technology)

Dallas, Texas

April 2024 - December 2024

- Managed integrated marketing initiatives supporting **Fortune 500 clients including Chevron, Exxon, Shell, Phillips 66, Valero, and Sinclair**.
- Managed cross-functional teams of **10+ stakeholders**, coordinating marketing strategy, creative production, project timelines, and client communications.
- Developed strategic roadmaps, implemented **RACI frameworks**, and improved operational processes supporting enterprise marketing initiatives.
- Led initiatives contributing to **\$50M+ in client revenue** through integrated marketing execution and stakeholder collaboration.

The DEC Network (Industry: Nonprofit/Entrepreneurship)

Dallas, Texas

October 2022 – December 2023

- Led marketing strategy and execution across **20+ organizational initiatives**, overseeing digital marketing, public relations, events, communications, and partnerships while managing a 5-figure annual budget.
- Managed a cross-functional marketing team and external vendors, coordinating priorities, project execution, and operational workflows through Monday.com.
- Directed the organization's website redesign from planning through launch, increasing monthly website traffic to **3,000+ visitors**.
- Led the marketing campaigns for Dallas Startup Week, exceeding the attendance goal by **140%** with **6,000 attendees**, and the organization's 10th Anniversary Campaign, surpassing attendance projections by **240%**. Throughout the year, secured **81 earned media placements**.

Walkabout Workplace/NexGen Tech (Industry: Real Estate Tech)

Dallas, Texas

November 2020 – June 2022

- Led integrated marketing initiatives across digital marketing, website optimization, CRM, public relations, and demand generation.
- Managed a 5-figure annual marketing budget while coordinating external partners, including a web developer and public relations consultant.
- Managed HubSpot CRM, email marketing, and sales enablement initiatives that strengthened lead generation and management.
- Directed public relations and digital marketing initiatives that contributed to acquiring a **\$1 million client**, increasing website traffic by **43%**, improving qualified leads by **50%+**, and generating **100,000+ monthly reach**.

AdvanceNet Labs (Industry: Nonprofit/Ed Tech)

Dallas, Texas

October 2018 – November 2020

The REL Group (Industry: HVAC/R)

Dallas, Texas

May 2016 – January 2026

Education & Certifications

Oral Roberts University

Master's in Business Administration, Leadership, 4.0

Tulsa, Oklahoma

2016

Oral Roberts University

Bachelor's in Business Administration, Biology, 3.64

Tulsa, Oklahoma

2012

Google Project Manager Professional Certificate (In Progress) • Social Media Marketing • Hootsuite Platform • Advanced Social Advertising • SEO • Iterable • Certified Essentials of Nonprofit Board Governance