

# DREW HYLER

Chicago, IL 60657 • (540) 597-3445

[abhylar@gmail.com](mailto:abhylar@gmail.com) • <https://www.linkedin.com/in/drew-hyler>

---

## OBJECTIVE

Seeking a position which utilizes my creative drive and strategic account/social-media marketing background and skills to meet and exceed position requirements.

## EDUCATION

---

**The University of Tennessee, Knoxville**, Haslam College of Business, Knoxville, TN

*Bachelor of Science in Business Administration, Double Major: Marketing/Supply Chain Management*

GPA: 3.41/4.00, Graduation: 5/22

---

## EXPERIENCE

**UT Knoxville Office of Communications & Marketing**, *Marketing Associate*, Knoxville, TN, 8/21 to 8/22

- Expanded former role into a versatile account related role for the communications team.
- Led and assisted production for multiple projects ranging from official outreach campaigns to internal student related media content. Established the current Tik-Tok Paid Ad Plan for University Admissions Recruitment
- Recorded and developed solutions for monthly social analytics and campaigns, led productive quarterly reports to department heads and Vice Chancellor of Communications that lead to 6.2% growth month to month and increased engagement rates on impacted projects/recommendations.

**Coyote Logistics (UPS)**, *Pricing Analyst*, Chicago, IL (Hybrid), 8/22 to Present

- Collaborates within a team to oversee the business of delivering more than \$100M of logistical freight
- Interacts with, consults, and presents new price plans based on quarterly forecasting. Comfortable addressing clients.
- Responsible for end-to-end relationship to ensure excellence and all client needs are exceeded. Confident and keeping information organized and streamlined for efficient communication across parties.

**Local Freelance Social & Copywriting**, *Knoxville, TN*, 9/21 to Present

- Oversaw Paid Social & Website Copy for local Breweries, Restaurants, and Entertainment centers in the local Knoxville area such as Schulz-Brau, The Donut Shop Knoxville, and Yee-haw Brewing.
- Pitched, executed and answered for personally developed paid social plans and copy scripts. Developed self-starter planning ability and client relations skills necessary for Account Executive work.

**UT Knoxville Office of Communications & Marketing**, *Social Media Intern*, Knoxville, TN, 2/20 to 8/21

- Collaborated to create content for the 500,000-follower audience of the UT Knoxville Instagram, Facebook, and Twitter which experienced a 150,000-follower growth during my time in the position
- Analyzed data and utilized the strong variables of our insights to improve social media content
- Created, wrote, or managed more than 100 University video & social media projects across all office communication departments

**Coyote Logistics**, *Customer Operations Intern*, Knoxville, TN (Remote), 5/21 to 8/21

- Established and developed relationships with multiple warehouses and shipping facilities to schedule the moving of freight across continental U.S., Canada, and Mexico
- Offered full-time position with Coyote after completing internship

---

## Skills & Proficiency Areas

- **Hard Skills:** Copywriting, Creating a story through data, Project Management, Balancing multiple tasks
- **Soft Skills:** Client Relationship Management, Communication Skills, Pitch Presenting
- **Experienced using:** Slack, Asana, Hootsuite, SproutSocial, Hubspot CRM, Canva