

Tyler Howard

Assistant, Distribution Marketing

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📍 Pasadena, CA 91101

STRENGTHS

- 📅 **Executive coordination**
Calendar conflicts surfaced often, so meeting details, travel plans, and expense records stayed organized for leadership.
- 🗣️ **Portfolio communication**
Gathering assets and talking points gave partner updates a clear flow, and teams knew where current materials lived.
- 📋 **Campaign organization**
Programming grids and tracker entries turned scattered updates into practical references for account and sales discussions.
- ✂️ **Creative asset support**
Basic Photoshop and InDesign work helped approved materials move through review without slowing campaign schedules.
- 👥 **Vendor coordination**
Promotional item questions were documented clearly, helping marketing leads compare options and make timely project decisions.

SKILLS

Executive scheduling

Travel coordination

Expense reporting

Portfolio marketing

B2B communications

E newsletter support Asset routing

Programming grids

Campaign tracking PowerPoint

Excel Word Photoshop InDesign

Illustrator

SUMMARY

Early career **distribution marketing** professional with two years supporting media marketing teams, executive administration, portfolio communications, and account projects in fast paced settings. Coordinates executive calendars, meetings, domestic travel, expense documentation, presentations, **marketing assets**, e newsletter inputs, **programming grids**, campaign records, and partner website updates. Builds clear PowerPoint materials from programming and campaign information, organizes Excel trackers, and prepares polished Word documents for leadership and account discussions. Working knowledge of Photoshop, InDesign, and Illustrator supports practical creative asset preparation. Collaborates with executives, directors, brand teams, account partners, vendors, and creative resources across competing deadlines. Brings careful organization and **media industry** awareness to work that keeps distribution marketing communications accurate, accessible, and ready for sales support.

EXPERIENCE

Distribution Marketing Coordinator

Pacific Crest Entertainment 📅 September 2025 - Present 📍 Glendale, California

Supports distribution marketing operations for multiple entertainment brands, partnering with senior leadership, account teams, vendors, and creative resources. Manages administrative workflows and partner materials that keep portfolio campaigns organized, current, and ready for distribution sales conversations.

- Managed senior leader calendars, resolving conflicts and preparing agendas for partner marketing **meetings**.
- Booked domestic travel and reconciled expense records against company requirements for senior marketing leadership.
- Built **PowerPoint** decks from programming updates, campaign details, and partner information for distributor discussions.
- Collected approved artwork and copy, then uploaded current assets to B2B partner resource sites.
- Organized e newsletter inputs and talking points for **portfolio marketing communications** and partner updates.
- Consolidated **programming grids** from multiple teams, giving account stakeholders one dependable promotional view.
- Maintained campaign records in a **media value tracker** for account and portfolio initiatives.
- Coordinated **promotional premiums** and talent appearance travel, keeping vendor details aligned with deadlines.

Marketing Operations Assistant

Canyonlight Media 📅 September 2024 - August 2025 📍 Santa Monica, California

Supported brand and account marketing operations across concurrent content promotions, handling calendars, travel details, campaign files, creative materials, and meeting deliverables. Provided practical coordination for managers, account teams, vendors, and marketing partners while keeping information clear and current.

- Organized campaign files, contact lists, meeting materials, and deliverables across concurrent promotions.
- Maintained executive calendars and scheduled internal and external **meetings** around shifting commitments.
- Prepared travel itineraries that reflected production schedules and partner meeting requirements.
- Used **Excel** to organize campaign status and programming details for consistent weekly updates.
- Drafted PowerPoint slides and formatted **Word** documents for manager and account team review.
- Adjusted approved creative assets in **Photoshop** and **InDesign** before routing materials for review.
- Coordinated promotional item availability with vendors, documenting options and delivery timing for marketing leads.

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Distribution Marketing Coordinator at Pacific Crest Entertainment (1 Years)
- Marketing Operations Assistant at Canyonlight Media (11 Months)

- Prepared organized meeting materials that translated campaign inputs into clear information for decisions.

PROJECTS

Partner Portfolio Communications 📅 2025

Supported a portfolio communications workflow by gathering approved assets, organizing talking points, preparing presentation materials, and updating partner resources. Work connected programming information with practical distribution marketing needs.

Campaign Grid Coordination 📅 2024

Consolidated programming details and campaign status information across marketing teams. Built a clearer reference for weekly discussions, account planning, promotional timing, and sales support.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for dependable coordination across concurrent media campaign deadlines.
- Trusted by account teams for accurate presentations, campaign records, and partner marketing materials.
- Selected for recurring responsibility supporting executive scheduling, travel, and expense documentation.

EDUCATION

Bachelor's Degree in Marketing

California State University, Northridge 🎓 GPA: 0 📅 2024 📍 Northridge, California
Coursework: Marketing communications, media marketing, campaign planning, business writing

CERTIFICATIONS

- Microsoft 365 Fundamentals Learning Path 📅 2025
- Adobe Visual Design Fundamentals 📅 2024

TECHNICAL SKILLS

- **Microsoft Office:** PowerPoint, Excel, Word
- **Adobe Creative Suite:** Photoshop, InDesign, Illustrator
- **Marketing Communications:** E newsletters, talking points, partner updates
- **Distribution Marketing:** Portfolio marketing, account marketing, media content
- **Executive Administration:** Calendar management, meeting coordination, expense reports
- **Travel Coordination:** Domestic travel, itineraries, talent appearance logistics
- **Presentation Development:** PowerPoint decks, briefing materials, programming updates
- **Campaign Tracking:** Media value tracker, campaign entries, status updates
- **Asset Management:** Artwork, copy, review routing, partner resource sites
- **Media Operations:** Programming grids, promotional premiums, vendor coordination

PROFESSIONAL AFFILIATIONS

- Media marketing teams and distribution account partners, supporting shared campaign priorities.
- Creative and vendor partners, coordinating assets, promotional items, and project details.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST