

Tyler N. Schroder

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SUMMARY

Expert in guerrilla/viral marketing, as well as marketing product development and dissemination. Highly experienced in target audience analysis and marketing product measures of effectiveness. Specializes in thinking outside of the box: i.e. non-attribution and delayed attribution marketing concepts and programs, and highly experienced in researching and employment of key communicators and key symbols in marketing to target audience. Just Left the Special Operations Community at Ft Bragg and relocated home to Denver. Highly experienced in store and management personnel before entering the military in various management positions in the food/coffee industry.

KEY QUALIFICATIONS

- Diversified Experience-Special Operations and Human Trafficking experience
- Highly proficient in all Microsoft Office Software, Graphic Design software
- Planning-Design and implementation of various large scale campaigns
- Security-Special Operations Qualified
- Leadership-Training and mentorship experience of up to 20 personnel
- Highly Organized
- Trilingual-English, French, Pashto, Russian
- Secret Clearance

EXPERIENCE

Diversified Experience

- Implemented and conducted several target audience analyses as well as conducted several psychological operations campaigns of varying from immediate to denied attribution in Afghanistan.
- Trained, assisted and advised over twenty Afghan Commandos, and Afghan Special Forces on the use and employment of various types of marketing and messaging concentrating on messaging and products decreasing credibility of the Taliban as well as increasing credibility and support of Coalition Forces.
- Developed Messaging dissemination and awareness campaigns for combating human trafficking in Riga Latvia. Campaign consisted of design and development of posters, highway billboards, grassroots flying, contacting and dissemination of messaging through key leaders and communicators of the target audiences, as well as the use of symbols to reach the target audience in order to spread awareness of human trafficking in Eastern Europe.
- Trained embassy and military personnel in the methods of dissemination and target audience analysis in an effort to continue the fight on human trafficking in eastern European countries with limited advisement and support of US Embassy assets.

Instruction/Leadership

- Engineered and implemented a comprehensive series of classes and Points of Instruction used to train Afghan Special Operations Forces on the use of target audience analysis and the effects of several different types of media and messaging on those targeted audiences.
- Supervised and Assisted Afghan Special Operations Forces in Psychological and marketing operations on over thirty combat missions.

Planning

- Conceptualized marketing and product placement campaigns for Special Operations Task Force West, and was instrumental to the effective use of these operations for the exploitation of enemy vulnerabilities and propaganda.
- Designed awareness campaigns for combating human trafficking by raising awareness in parents and teens on the signs and dangers of human trafficking in Eastern European countries.

Communication

- Communicated effectively with various Afghan infrastructure officials, from village elders to various district governors and military commanders about the effectiveness of various forms of messaging, from radio and television to handbills and posters, in degrading insurgent support in addition to increasing support for the local government and Coalition Forces, resulting in increased security for non-combatants in the region.
- Effectively communicated points of instruction to foreign national government agencies pertaining to raising awareness of human trafficking and methods of raising awareness in various target audiences, as well as design of effective communications campaign over various forms of media to raise awareness and limit the growth of human trafficking in Eastern Europe, specifically in the capitol city in Riga Latvia

EDUCATION

- Bachelor of Arts-Major in Psychology, Minor in Biology with a concentration on anatomy and physiology-graduated December 2009
- US Army Psychological Operations Specialist course graduate from the US Army Special Warfare School-graduated September 2012
- US Army Infantry school-graduated September 2011

EMPLOYMENT HISTORY

- US Army Special Operations Tactical Psychological Operations Sergeant May 2011-September 2014
- Shift Manager, Xpresso Coffee bar, Denver Colorado May 2006-December 2010
- Shift Manager, Falafel King Boulder August 2005-May 2006
- Store Manager, Silver Mine Subs January 2004-August 2005