

TYLER D. TIEDE

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EDUCATION

Bachelor of Science in Business Administration Kansas State University | Manhattan, KS

Expected: May 2025

- Major: Marketing | Certificate in Professional Strategic Selling | Minor: Leadership Studies
- Dean's List: Fall 2022, Spring 2023, Fall 2023, Spring 2024 (GPA: 3.952)
- Phi Eta Sigma Honors Society

EXPERIENCE

Intern

Kansas State University – Engineering Extension | Manhattan, KS Kansas Energy Program/Kansas Radon Program

Jan 2024 – Present

- Manage the distribution of radon test kits nationwide for the Kansas and National Radon Program, ensuring timely delivery and accurate tracking to a diverse range of entities and individuals.
- Facilitate energy assessments for the Kansas Energy Program by compiling rate data in Excel for agricultural producers, small businesses, and non-profits, contributing to the successful preparation of USDA Rural Energy for America Program (REAP) grant applications.
- Support educational and outreach initiatives such as the annual Kansas KidWind Challenge.
- Perform administrative tasks as assigned, demonstrating versatility and attention to detail in supporting daily operations.

Empower Intern

JNT Company | Manhattan, KS

May 2024 – June 2024

- Collaborated with clients to design websites aimed at enhancing their online presence and user engagement while streamlining administrative tasks.
- Utilized case study insights to develop and execute targeted digital ad campaigns, focusing on demographic segmentation, budget management, and effective ad communication strategies.
- Curated content across various social media platforms, driving increased audience engagement and growing follower base.
- Contributed to the creation of detailed digital marketing strategies, boosting brand visibility and engagement.
- Participated in programs with local business sponsors, expanding my professional network and acquiring valuable insights into industry best practices.
- Worked closely with cross-functional marketing and sales teams, gaining a deep understanding of organizational operations and enhancing interdisciplinary skills.

Food Service Clerk/Server

The Topeka Country Club | Topeka, KS

May 2023 – Sep 2023

- Served as Assistant Manager for the swimming pool snack shack, overseeing daily operations and ensuring high standards of service and customer satisfaction.
- Assisted in managing weekly shift schedules and employee timesheets, ensuring optimal staffing levels and accurate time keeping.
- Delivered exceptional customer service by accurately taking and fulfilling food and beverage orders while maintaining a professional and courteous demeanor.
- Operated the Point-of-Sale (POS) system to process orders accurately.
- Prepared and cooked menu items on the snack shack grill, adhering to strict food safety protocols to ensure high-quality and safe food service.
- Managed opening and closing procedures for the snack shack, including securing the premises, handling cash, and ensuring a smooth transition between shifts.
- Provided professional table service during banquets and special events, demonstrating proper etiquette and courtesy to enhance guest experiences.

Intern

Derek Schmidt for Kansas, Inc. | Topeka, KS

May 2022 - Aug 2022

- Collaborated with a small, dynamic team in the grassroots division of the campaign to implement strategies to drive voter engagement.
- Staffed events with the candidate, including parades, political gatherings, and candidate forums, ensuring smooth execution and effective candidate representation.
- Updated comprehensive databases of volunteers and contributors, enhancing communication and tracking support for the campaign.
- Oversaw the planning and distribution of approximately 10,000 yard signs and 1,000 roadside signs across Kansas, optimizing outreach and visibility.
- Conducted over 200 cold calls to identify and secure locations for roadside signs, contributing to increased campaign exposure.
- Developed and implemented more than ten custom Excel tools to streamline data organization and analysis for the grassroots division, improving operational efficiency.
- Created visually appealing pamphlets and posters for fundraising events, enhancing campaign visibility and donor engagement.
- Enhanced customer service skills by addressing voter inquiries and concerns with professionalism.

ACTIVITIES & INVOLVEMENT

Delta Chi Kansas State Fraternity

Nov 2022 - Present

- Chair, Social Committee, 2024
- Co-Chair, Greek Relations Committee, 2023

Pi Sigma Epsilon

September 2023 - Present

Professional Fraternity for Sales, Marketing, and Management

National Strategic Selling Institute Sales Distinction Program

Feb 2024 - Present

Kansas State University

HONORS & CERTIFICATIONS

Phi Eta Sigma Honors Society

Mar 2023 - Present

Kansas State University

Google Analytics Certification

October 24, 2023

Expository Program Essay Award, First Place

May 2023

Kansas State University Department of English

SKILLS

Coursework: Digital Marketing, Consumer Behavior, and Fundamentals of Professional Selling

Software: MS Office Applications, Google Analytics, Canva, Asana, Slack