

Tyler Edberg

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EDUCATION

University of Minnesota, Twin Cities

Minneapolis, MN

Curtis L. Carlson School of Management

May 2027

- Bachelor of Science in Business
- Major: Marketing

GPA: 3.77 / 4.00

EXPERIENCE

Portal Master Studios

Minneapolis, MN

Owner

August 2022 – Present

- Create YouTube and TikTok content, overseeing all aspects of content creation including keyword research, analyzing metrics, and planning content to amass 350,000,000 views over the past year.
- Analyze viewer data and graphs to optimize engagement on videos and boost performance to achieve a combined following of over 550,000.
- Partner and negotiate contracts with 30+ companies across the globe to advertise various products.
- Enhance collaboration with customers and peers through effective communication, developing positive relationships, and always delivering on schedule.
- Trained a contract editor to replicate my editing style, enabling the launch of a new channel which generated 1,000,000 views within the first 3 months.
- Partner with fellow creators to share insights and best practices, expanding subject expertise while contributing to the growth and success of my peers

WORK EXPERIENCE

Astropad

Minneapolis, MN

Marketing Intern

November 2025 – Present

- Analyze YouTube and TikTok performance metrics to identify content gaps and develop a data-driven content strategy to increase engagement among target demographics and support sales objectives.
- Developed a Back to School campaign strategy spanning organic content, paid ads, email marketing, and creator outreach to support seasonal sales goals.
- Source, pitch, and negotiate paid and gifted partnerships with 45+ influencers, generating millions of views.
- Write weekly organic content for YouTube, Instagram, and TikTok, driving a 40% increase in monthly TikTok views and helping double YouTube subscribers.
- Script, film, edit, and design thumbnails for long-form educational YouTube videos using Adobe Premiere Pro and Photoshop.

ACADEMIC PROJECT EXPERIENCE

Loppet's Disability Inclusion Consulting

Minneapolis, MN

MGMT 3063: Leadership Lab in Action

January 2025 – May 2025

- Collaborated on a 4 person, 50+ hour consulting project for Loppet Foundation, focused on advancing disability inclusion at their trailhead.
- Conducted interviews with 10 industry experts and distributed surveys to gather actionable insights on accessibility best practices.
- Developed a 15-page implementation document detailing sustainable accessibility improvements.
- Presented a 20 minute recommendation to Loppet leadership, summarizing research, interview findings, and final recommendations.

SKILLS

Technical Skills: Adobe Creative Suite, Microsoft Office Suite, Claude, Openclaw, Modash, Shopify, R Studio