

WYATT WILLIAM TRAVIS

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EDUCATIONAL SUMMARY

MBA, Master of Business Administration

University of Arizona, Eller College of Management, Tucson, Arizona

Graduated Aug 2023

- Completed on-campus MBA program with a GPA of 3.8 while working full-time simultaneously.

BA, Bachelor of Arts in Classical Languages (Latin)

University of Texas, Austin, Texas

Graduated May 2017

- Liberal Arts Honors graduate with coursework in business, marketing, economics, history, social studies, ancient languages (primarily Latin, Ancient Greek, and Ancient Egyptian), computer science, writing, biology, and chemistry. Graduated a year early due to accelerated credits.

WORK SUMMARY

AI MultiPrompter

Oct 2023 – Present

Self-Employed, Tucson, AZ/ 0-40+ hr a week

- Launched a new web/mobile AI SAAS software application called AI MultiPrompter on aimultiprompter.com that combines Chat-GPT, Gemini, and Claude APIs/LLMs with real-time Google Search data for simultaneous multimodal AI image/text/audio generation using a proprietary keyword-specific prompt system. Allows for expedited copywriting and marketing campaigns and swifter keyword/SEO research. Generates hundreds of AI images, articles, and audio files quickly in just one or a few clicks. Written in JS/CSS/HTML/Python//PHP/SQL/Swift.

Tucson Rubberized Coatings, Tucson, AZ

Aug 2023 – Oct 2023

Temporary Marketing Director (Web Developer and Marketing Manager)/ 40+ hr a week

- Internally transitioned the marketing department for 3 roofing brands, consolidating all work previously managed by a 10 + person marketing agency.
- Implemented new digital marketing strategies leading to >50% + increases in monthly sales, revenue, pageviews, and CTR statistics to previous year.
- Launch 2 new websites, including all web design (PHP, SQL, HTML, CSS, JS), hosting registration, custom-coding, copywriting, and marketing.
- Created 3 custom web applications using HTML, CSS, JavaScript, Python, TensorFlow, and PHP for custom pricing, roof diagnostics, and more.
- Managed all SQL database records, server records, and IT services, resolving several website crashes.
- Developed a streamlined process for expedited copywriting, keyword research, and website development using AI MultiPrompter.
- Made a list of 20,000 targeted keywords for various brand websites using a combination of SEO and AI tools.
- Generated vector-based graphic design materials including digital advertisements, posters, logos, trade show materials with Illustrator and Photoshop.
- Wrote all website copywriting materials (over 20 new articles within a 3-month period) across all three main company websites.
- Managed marketing budget and investment strategies, including purchases of new plugins and software for the company.
- Created data visualization and data automation systems for performance analytics tracking using Tableau, Excel, and Google Sheets.

Alicat Scientific Inc., Tucson

July 2022 – March 2023

Marketing Content Specialist (Lead Marketing Research Specialist and Copywriter)/ 40+ hr a week

- Doubled articles count on 20-year-old website and improved KPIs such as keyword rank and visibility by 35% above historic rankings within 1 year.
- Researched, marketed, wrote, and developed a broad range of multichannel marketing content for a wide range of technical science fields that resulted in significant account growth and new customer segments (such as in laser diamond chemical vapor deposition, gyrotron drilling, nuclear energy, hydrogen energy, and agriculture).
- Acted as a primary representative at annual hydrogen trade show in Long Beach, resulting in new customer acquisitions of >\$250,000 a year while simultaneously improving several supplier and international B2B connections.
- Trademarked the company's name; developed trade show demonstrations; closed a sales order exceeding \$250,000; managed graphic design department; coordinated and led cross-functional/departmental teams; developed customer personas; advised on all marketing budgets to CEO; oversaw editing of product manuals; managed entire social media marketing.

CADC LLC, Tucson, AZ

Oct 2020 – Nov 2020 & Jun 2021 – Jun 2022

Canvasser, Regional Field Director (Office Manager and Field Marketing Expert)/40+ hr a week

- Managed a staff of over 10 employees and dozens of volunteers daily overseeing the Tucson area. Core leadership responsibilities included office/field management, recruiting, supply management, field reporting, phone banking, digital marketing/advertising, and voter outreach.
- Persuaded thousands of business owners and voters to support two successful campaign objectives while utilizing soft skills as the only canvasser/manager working in the company's top performing state office during both political seasons.

Sabino High School, BASIS Tucson North, Friendswood High School (Tucson, AZ and Friendswood, TX)

Aug 2017 – Aug 2020

Ancient History/Latin, Classics, World History and English Teacher/40+ hr a week and part-time 20+ hr a week

- Taught elementary through high school Latin, History, and English classes at top-ranking schools including the #4th ranked charter school in the United States (BASIS Tucson North), as well as an A ranked Arizona school (Sabino High School). Sponsored Student clubs and activities.

Smaller Brokerages & JP and Associates, Austin, TX

2014 – Feb 2018

Real Estate Agent/40+ hr a week

- After multiple years of real estate experience at smaller-brokerages primarily leasing apartments, I worked for a boutique real estate firm, JP & Associates, in the Austin area, gaining digital marketing, sales, and web-development skills from top 1% sales agents.

ADDITIONAL INFO

I have 10 years combined experience with Excel, Office, Tableau, Power BI, APIs, Google Analytics/Search Console/ Google and Facebook Ads, WordPress, Elementor, E-commerce programs (Shopify, WooCommerce, etc.), Photoshop, Illustrator, SEMrush, Serpstat, IBM Watson, Chat-GPT/AI APIs, TensorFlow, GitHub, Salesforce, Zoom/Skype, and various CRMs. I have full-stack developer experience in JS, Javascript, HTML, CSS, Python, C, C++, Swift, PHP, SQL, JSON, etc. I also have React/Electron, ML, and iOS mobile/desktop app developer experience. View my marketing, programming, and graphic design samples at <https://wyattwilliamtravis.com> and my recent coding work at <https://aimultiprompter.com>.