

# DREW TILK

## CONTACT

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## EDUCATION

Bachelor of Science  
Advertising  
Central Michigan  
University  
May 2016

## SKILLS

Product Marketing  
Product Positioning  
Creative Briefing  
Journey Mapping  
Program Management  
Social Media Strategy  
Paid Social  
Reporting  
Copywriting  
KPI Development

## SOFTWARE

Adobe Creative Cloud  
Adobe Social  
Asana  
Confluence  
Figma  
Business Manager  
Lucid Chart  
Marketing Cloud  
Social Studio  
Spreadfast  
Sprout Social  
Tableau

## EXPERIENCE

### SR. SPECIALIST, SYNERGY MARKETING

RIVIAN 02/22 - 08/22

- Developed program strategies and creative briefs that supported fleet sales initiatives
- Built positioning framework and marketing strategy for fleet vehicles
- Launched site visit strategy that generated \$9.5mm ROI
- Defined KPI's that drove business objectives
- Created sales enablement content for fleet sales team

### SR. SPECIALIST, INTEGRATION

RIVIAN 08/21 - 02/22

- Campaign manager for the IPO, Membership Program and Test Drives
- Enabled the scale of Rivian's Marketing Team by onboarding and training 20 new team members
- Strung together workflows across Brand, Marketing, Communications, Customer Experience, Creative Production and Corporate Strategy
- Created and maintained source-of-truth documentation to inform stakeholders on key milestones throughout project lifecycles

### PROGRAM MANAGER, CUSTOMER LIFECYCLE

RIVIAN 10/20 - 08/21

- Launched Growth Marketing program at Rivian
- Wrote copy, built emails and reported performance metrics to stakeholders
- Utilized Salesforce Marketing Cloud to deploy customer communications
- Increased email CTR by 42% via personalization and segmentation
- Created and deployed content strategies to alleviate customer painpoints

### COMMUNITY MANAGER & WRITER

RIVIAN 9/19 - 10/20

- Lead brand social media strategy across Facebook, LinkedIn, Twitter, Instagram and YouTube
- Launched social media community management strategy for Rivian
- Mined community conversations for strategic insights to inform campaigns and product plans via Salesforce Social Studio
- Established platform response SLA's and increased response rate by 86%
- Partnered with cross functional teams to oversee content creation for campaigns

### SOCIAL STRATEGIST & COPYWRITER

FUSE INTERACTIVE 5/18 - 9/19

- Developed and executed social media strategies for Kawasaki
- Managed budgets and executed paid social on Facebook and Instagram
- Implemented dynamic creative and increased CTR by 46% during FY19
- Developed Kawasaki social media Surprise & Delight program
- Compiled and presented analytics to client stakeholders

### SOCIAL MEDIA PUBLISHER

GTB 3/17 - 4/18

- Managed paid and organic social campaigns for Ford Motor Company
- Moderated Ford social communities with over 5 million active monthly users
- Increased reach and impressions by 16% YoY in 2017
- Launched social content program for 3,000 nationwide Ford dealerships