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Tyler Lombardi



Tyler Lombardi

Self Employed

Managed over \$20mm in direct-response digital advertising campaigns.

Bel Air, Maryland · 451 connections

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About

Spent over \$24 million on direct-response digital advertising campaigns.

Hater of stock photos, lover of unique headlines.

Activity



YOU DON'T WANT THIS MARKETING CHALLENGE: Let's be honest. You probably don't want this marketing gig. It's probably one of the hardest marketing...

Liked by Tyler Lombardi



A blunt truth to start your week: Most people don't want a "relationship" with your brand. Nor do they want to take a "journey" with your content. ...

Liked by Tyler Lombardi



Sales Tip 101 You're not always trying to get to the CEO. At least you shouldn't be. Let me tell you a secret - us C levels are overwhelmed. ...

Liked by Tyler Lombardi

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Experience

Digital, Direct-Response Advertising Consultant

Self Employed

Aug 2019 – Present · 7 months



Display Advertising Manager

Money Map Press, an Agora Company

Aug 2016 – Aug 2019 · 3 years 1 month

Baltimore, Maryland

Digital Content Manager

24x7 Networks, LLC

Jun 2014 – Aug 2016 · 2 years 3 months

I managed the day-to-day needs of our property, Russell Street Report and occasionally assist with Eutaw Street Report. I make sure that we fill our daily content needs by both writing my own articles and editing the writing of a diverse team of writers. I also manage our Facebook page and have created a content distribution strategy on Twitter. I also help to analyze and make decisions using Google Analytics, Facebook Insights, and ad network performance.

Linkedin Catering and Banquet Server

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The Manor Tavern

Tyler Lombardi · Sep 2009 – Jan 2016 · 6 years 5 months

I helped to communicate between the event and kitchen staff our timeline for events including when different parts of our guests' meals would come. In order to do that, I needed to make sure everyone managed their responsibilities wisely to ensure that everything was delivered to the guests in a timely fashion.

Student

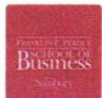


Salisbury University

Aug 2010 – May 2014 · 3 years 10 months

I was a Marketing and Information Systems major. While attending Salisbury, I improved my writing skills and learned how to write effectively in a business environment. I also learned how to work with a group and manage my time effectively.

Education



Salisbury University - Perdue School of Business

Bachelor of Science (B.S.), Marketing and Information
Systems · Marketing/Information Systems

2010 – 2014

I received my degree in Marketing and Information Systems. As part of a team in one of my marketing classes, we created a plan that leveraged the CartWheel app to leverage the in-store experience.

Courses

International Marketing Strategies

423



Mobile App Development

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415

Tyler Lombardi

Languages

English

Groups



#SM Marketing Experts



SocialMediopolis.com -  New Home of Social Media Marketing Group



Franklin P. Perdue School of Business, Salisbury University, MD

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People also viewed





Scott Robinson
Controller

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Tyler Lombardi
Kerri Shannon

Editor in Chief, Money Morning at Money Map Press



David Zeiler

Associate Editor, Money Morning at Agora Publishing



Shannon Zignoli

Marketing, Digital Marketing, and Promotions



Charles D. Flagle

Director of Advertising



Chris DeHaemer

Creator and Managing Editor Christian DeHaemer's Bubble & Bust Report at Angel Publishing



Johnny Gaytan

Direct Response Copywriter | Master Story-teller | Founder at Lionheart Digital Media

Joshua Euth

IT Specialist at U.S. Census Bureau



Shawn Oyler

Creative Director at The Oxford Club



James REEVES

CEO At Creeper Street Music Records...Im A Lyricist Sick With The Lyrical Flu

Others named **Tyler Lombardi**



Tyler Lombardi

Marketing Project Manager at Pepperdine Graziadio Business School

Greater Los Angeles Area





LinkedIn

Tyler Lombardi

Senior Designer at Safdie Architects

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Greater Boston Area
Tyler Lombardi



Tyler Lombardi

Marketing student at the University of Idaho
Spokane, Washington Area

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Learning Web Analytics



Google Ads (AdWords) Essential Training



Writing Ad Copy

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Tyler Lombardi

Managed over \$20mm in direct-response digital advertising campaigns.

Digital, Direct-Response Advertising Consultant at Self Employed

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Tyler Lombardi

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Jessica Szewczyk

Advertising Consultant at Apartments.com



Karene Torgerson

Versatile Account Manager with strong Client and team management, planning, and production background.



Sofia J. Chavez

Certified Digital Marketing Executive



Cara Sippelle

Associate Director of Digital Strategy at Success Academy Charter Schools



Mikayla E. Ott

Dedicated Marketing Professional



Thomas Pritz

Multi-Media Advertising Consultant at WZZM 13, a TEGNA station



Lexie Frankman

Senior Advertising Account Executive at Midcontinent



Alex Klinestiver

Marketing Manager at Transformations TMS



Emily Niedermaier

Manager of Digital Advertising at WebStrategies, Inc.



Nina Cretan

Senior Digital Analytics Consultant at fifty-five



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Kerri Shannon



Kerri Shannon

Editor in Chief, Money Morning at Money Map Press

Baltimore, Maryland Area · 407 connections



Money Map Press



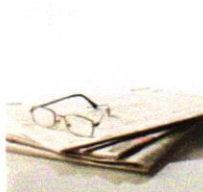
Towson University



Company Website

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Activity



Part Three: What Do You Know About Fee Leveling? Clarifying the Confusion.

Shared by Kerri Shannon



Part Three: What Do You Know About Fee Leveling? Clarifying the Confusion.

Liked by Kerri Shannon



Part Two: What Do You Know About Fee Leveling? Clarifying the Confusion.

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Kerri Shannon

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Experience



Editor in Chief, Money Morning

Money Map Press

Jul 2015 – Present · 4 years 8 months

Baltimore, MD



SEO Editorial Director

Money Map Press, Agora Publishing

Jan 2012 – Jul 2015 · 3 years 7 months

Associate Editor

Money Map Press, Agora Publishing

Feb 2010 – Jan 2012 · 2 years

Writer/Editor

Self Employed

May 2009 – Feb 2010 · 10 months

Anti-Money Laundering Analyst

Ferris, Baker Watts

Jul 2007 – May 2009 · 1 year 11 months

Team Manager

Lease Tracking Services, Inc.

2003 – 2007 · 4 years



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Education

Kerri Shannon



Towson University

MS · Professional Writing

2004 – 2007



James Madison University

BA · Media Arts & Design

1998 – 2002

Groups



BALTIMORE CONNECTIONS



Digital Publishing Network



Editors-in-Chief Worldwide



**Marketing Group Digital TV Print Radio SEO Search Social Mobile
App Data Internet Media Brand CRM PR**

Recommendations

A preview of what LinkedIn members have to say about Kerri:

“ Kerri is the consummate professional, a self-starter who sets personal goals and aggressively pursues and achieves them, but does so while also making sure that her personal pursuits tie in with and further organizational objectives. She's one of the very best hires I've ever made, and in fact has made me look very smart for making a hiring decision that was actually easy to make. In just a few short years, Kerri has

proved to be a very fast learner, a motivated team member and someone who's built areas of expertise such as content creation, content-marketing tie-ins and SEO. The bottom line is that you won't find anyone better.

Kerri Shannon

1 person has recommended Kerri

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People also viewed



Rachel Brand

Account Executive at Fireside



Nadia Kim

Frontend Web Developer



Melanie Chen

Messaging Product Specialist & QA Lead at The Agora



Shawn Oyler

Creative Director at The Oxford Club





Kyle Renfrow

CEO at Angel Publishing

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Kerri Shannon
Elizabeth Pitta

Product Manager at ITS - Internet Testing Systems



Ryan Kelliher

Principal Software Development Engineer at Gibraltar Software



Joe Doran

Delivering Customer Value Faster and with Better Quality by Incorporating Test Engineering and DevOps Practices



Brian Hunt

CEO at InvestorPlace



Sara Groveman

Communications and Event Coordinator at National Information Standards Organization (NISO)

Others named **Kerri Shannon**



Kerri Marsden

Manager, Comedy Central Ad Sales Inventory at Viacom
Greater New York City Area



Kerri Shannon

Head Teacher, Kindergarten at Bright Horizons at Garner
San Francisco Bay Area



Kerri H.

Member Services Specialist at Evergreen Commons
Greater Grand Rapids, Michigan Area

Kerri Shannon

Silversmith/Jewelry artist
Madison, Wisconsin Area

21 others named Kerri Shannon are on LinkedIn

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Learn the skills Kerri has



Learning Speed Reading (2014)



Content Marketing: Ebooks



Jonah Berger on Viral Marketing

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Kerri Shannon

Editor in Chief, Money Morning at Money Map Press



Editor in Chief, Money Morning at Money Map Press



Towson University

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Kerri Shannon



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Charles D. Flagle



...

Charles D. Flagle

Director of Advertising

Baltimore, Maryland · 500+ connections

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Agora Inc.



University of Baltimore



Websites

Activity



Joe Polish is brilliant - Marketers please check him out.

Liked by Charles D. Flagle



Neil Patel Digital is growing fast, and looking for talented digital marketers across all core functions. Check out our job postings and message me...

Liked by Charles D. Flagle

Experience

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Jun 2013 – Present · 6 years 9 months

Charles D. Flagle

Baltimore, MD

Lead generation, and paid eLetter Subscription sales through various CPC, CPM, CPL networks. Involves idea generation, copywriting, quantitative analysis, web development, statistical systems development.

Separately - increased web traffic through SEO initiatives, and discovered new funnels to better monetize organic traffic.



Director of Growth

Money Map Press, an Agora Company

Apr 2017 – Aug 2019 · 2 years 5 months

Baltimore, Maryland Area

Performance Advertising, Copywriting, Statistical Analysis, Web Development

Responsible for over \$100mm in advertising spend, over 500,000 paid subscribers generated.

Ad tech:

Awarded \$50,000 by Facebook for performing tests and providing reports multiple times.

First advertiser to test and help develop Google Smart Display (Full Auto) campaigns. Worked closely with head engineer of the technology.

Helped Facebook develop optimization proxies - such as optimize for clicks...

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SEO Specialist

Waldinger Creative

Oct 2012 – Jun 2013 · 9 months

Towson, MD

Explain, develop, and provide search engine marketing services.

Web Marketing Strategist

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CFlagle

Jan 2007 – Apr 2011 · 4 years 4 months

Charles D. Flagle

Web Design & Development, SEO, Affiliate Marketing

Line Cook

Cinghiale

Jul 2009 – Sep 2010 · 1 year 3 months

Baltimore, Maryland Area

Worked all stations, managed new employees, had direct input on the menu.

Sous Chef

Open Door Cafe

Jul 2007 – Aug 2009 · 2 years 2 months

Bel Air, MD

Education

University of Baltimore

Bachelor of Science (B.S.) · Finance, General · 3.5

2010 – 2013

Activities and Societies: Marketing Organization, Leadership UB - Emerging Leaders

Towson High School

2000 – 2004

Honors & Awards

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Languages

Charles D. Flagle

Spanish

Professional working proficiency

Thai

Elementary proficiency

English

Native or bilingual proficiency

Organizations

World Student Union for Peace

Founder and President

Mar 2013 – Present

Originally, we organized in direct response to Towson University's White Student Union. Our mission is to raise awareness of bigotry, and encourage diversity and equality.

Institute for Operations Research and Management Sciences

Feb 2011 – Present

University of Baltimore - Operations Research Organiztion

Founder, President

Aug 2012 – Jun 2013

Solved logistical problems regarding traffic surrounding UB campus, and meeting space constraints on UB campus using quantitative methods. Grew support & engagement from students interested in mathematics. First mathematics related organization at UB with heavy student support.



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Charles D. Flagle

Marketing Communication

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National award-winning financial copywriter - one salesletter can make you a million dollars... want me to write it?



Diana Gordon

Financial & Health Copywriter



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Managed over \$20mm in direct-response digital advertising campaigns.



Kira Hug

Co-Founder, The Copywriter Club & TCC Podcast 🗣️ | Consultant | Helping 10,087 copywriters land their first 100 clients



**Greg Madison**

Managing Editor of Money Morning at Money Map Press

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Digital Marketing Manager, HappyOrNot Ltd.

**Stephanie Bills**

Associate Publisher at Money Map Press

**David Baumann**

Copywriter & Media Host, The Oxford Club

**Callie Vislay**

Customer Care Associate at Money Map Press, an Agora Company

**Heidi Rose**

Director of Marketing, Monetization at The Oxford Club

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Director of Advertising

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Charles D. Flagle - Agora Inc.



University of Baltimore

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Contact Me Now!**Hannah Paramore Breen**

Author. Speaker. Consultant.

Kevin Davis

Paid Traffic Strategist at 987 Digital & Podcast Co-Host at Paid Traffic Lab Podcast

Ben Dundas

Digital Marketing Leader who helps National and Global brands generate sales and develop a local presence

Jordan Glogau

SEO - Search Engine Optimization for ecommerce, lead-gen, or content sites. B2C/B2B. Internet marketing freelancer

Eli Birdsall

Vp of Development at iBoss Advertising



Melissa Goodis

AVP of Media (Media Partnerships, Traditional Media, Social Media, Digital Media, Email & SEO)
at Celebrity Cruises

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Charles D. Flagle

Ben Holland

VP of Marketing - On Q Financial | Founder - Scorpion Sweepers | Past President - American Marketing Association

Jimmy Winskowski

Skilled SEO, Content Marketer, and Traffic Generator

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