

Tyler Turchin

Creative Lead | Brand & Marketing Design | Social Strategy
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PROFESSIONAL SUMMARY

Creative and marketing leader with experience shaping cohesive brand identities and scaling social presence within high-volume livestream environments. Oversee social strategy, email marketing, product branding, and livestream creative at Backyard Breaks. Known for building structured creative systems that elevate brand perception and support growth in fast-paced environments.

WORK EXPERIENCE

Backyard Breaks

Fort Lauderdale, FL

Sr. Graphic Designer (Creative Lead)

October 2023 – Present

- Lead social media strategy across multiple brand accounts, producing campaigns that generated 500M+ views and 10M+ engagements in 2025. Own end-to-end email marketing strategy aligned with major product drops, livestream events, and seasonal initiatives.
- Oversee creative production for 8 livestream channels running 3–4 daily shows, designing thumbnails, branded stream environments, and on-air print materials while maintaining scalable visual systems across high-volume programming.
- Designed and launched 15+ original sports card repack brands produced under Flamethrowers, building full identity systems from naming and visual direction to packaging and integrated launch materials. Contributed design work for nationally distributed retail products.
- Produce large-format event banners, trade show displays, merchandise, and branded collateral supporting in-person activations and hobby conventions.
- Manage Junior Graphic Designers and a Social Media Manager, establishing creative standards, production workflows, and quality control across all marketing channels.

TS Ideal Products

Remote

Social Media Manager

May 2021 – September 2023

- Led daily content creation and paid social campaigns across Instagram and Facebook. Managed influencer partnerships, analyzed performance metrics for executive reporting, and supported the transition of social channels into integrated direct-sales platforms.

SKILLS

Creative & Design: Adobe Photoshop, Illustrator, Premiere Pro, Lightroom, Procreate, Brand Development, Visual Identity Systems, Product Packaging

Marketing & Growth: Social Media Strategy, Email Marketing (Klaviyo), Campaign Development, Paid Social, Performance Analytics, Shopify

Leadership & Operations: Team Management, Workflow Oversight, Cross-Functional Collaboration

Languages: Conversational Proficiency in Spanish

EDUCATION

University of Colorado, Boulder

Bachelor of Arts - Graphic Design

Boulder, CO

2022