

TYLER HADLEY

VICE PRESIDENT
SALES AND MARKETING

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MY PROFILE

Sales and marketing leader with a consultative, customer-first approach and a track record of building trust across diverse stakeholders. Known for translating complex offerings into clear value, aligning messaging with buyer needs, and creating repeatable processes that strengthen execution from lead generation through close and long-term account support. Brings a balanced style that combines strategic thinking with hands-on ownership, strong follow-through, and operational discipline. Collaborative and adaptable, with strengths in relationship building, prioritization, and using data to guide decisions while keeping the customer experience central.

EDUCATION

2011-2015
**B.A. MASS COMMUNICATION,
MEDIA ARTS AND ANALYSIS**

MINOR IN BUSINESS MANAGEMENT

Westfield State University, MA

SKILLS

- Consultative Selling & Discovery
- Pipeline Management & Deal Strategy
- New Logo Acquisition (B2B)
- Proposal Development & Pricing Strategy
- Negotiation & Closing
- Demand Generation (Organic + Paid)
- Performance Marketing ROAS
- Lead Qualification & Funnel Conversion
- Conversion Rate Optimization
- SEO Strategy & Content Marketing
- Campaign Strategy & Execution
- Sales & Marketing Analytics, Reporting & KPI Management

TOOLS

- Pipedrive
- Microsoft 365
- Sharepoint
- Adobe Creative Suite
- AI LLMs
- Quickbooks
- Google Analytics
- Google Ads
- Microsoft Ads
- Mailchimp
- Youtube
- Social Media
- Wordpress

WORK EXPERIENCE

VICE PRESIDENT OF SALES & MARKETING

DDS Acoustical Specialties LLC, Westfield, MA

2019 - PRES.

- Generate \$500K+ in personal annual sales across ~30 closed deals with an average deal size of \$15K; achieved 40% gross margin and exceeded quota.
- Own full-funnel sales execution and pipeline management for 150+ active leads and 1,000+ prospects, primarily new-customer acquisition.
- Convert inbound demand into revenue by qualifying 90% of website leads, advanced 90% of qualified leads to proposal and closed 70% of proposals.
- Oversee 900+ quotes/proposals annually, improving speed and consistency of pricing, scope development, and customer follow-up across the sales cycle.
- Drive business growth and marketing efficiency, contributing to 15% YoY revenue growth and achieving 850% ROAS on performance marketing efforts.
- Implement Pipedrive CRM to standardize prospecting, lead, and deal tracking; maintained a <24-hour lead response SLA to improve customer experience and conversion.
- Project-manage delivery for 30+ direct accounts per year, maintaining 95% customer satisfaction and resolving customer issues within 12 hours on average.

MARKETING & COMMUNICATION MANAGER

Way Finders Inc., Springfield, MA

2016 - 2022

- Led marketing strategy and execution across 7 program areas, aligning messaging across digital, email, paid media, events, and PR to drive service inquiries and community engagement.
- Managed Google/Facebook campaigns to increase program demand, generating 150+ inquiries/month and converting 80% to intakes/appointments.
- Managed high-traffic digital presence averaging 45,000 website sessions per month, owning website updates, landing-page content, and conversion-focused program messaging.
- Built and executed email communications to a 5,000+ subscriber list, supporting program participation through recurring newsletters and segmented outreach.
- Partnered with IT and Business Intelligence to strengthen tracking and reporting, enabling data-informed decisions across programs and campaigns.
- Project-managed a \$200,000 organization-wide rebrand (HAPHousing → Way Finders), coordinating name/logo/website/photography/signage rollout and enforcing brand standards prior to public launch.
- Managed and mentored up to 3 marketing volunteers at a time, delegating design/illustration/advertising tasks, setting deadlines, and quality-checking deliverables.

CERTIFICATIONS

GOOGLE ADS AND ARTIFICIAL INTELLIGENCE

Google Digital Academy

FOUNDATIONAL LEADERSHIP 101

Employers Association of the NorthEast

VOLUNTEERISM

BOARD MEMBER (VICE PRESIDENT/TREASURER)

Young Professional Society of Greater Springfield

2021 - PRES

- Provide financial oversight as Treasurer for a volunteer-run nonprofit with 150+ individual and business members, supporting budgeting, expense tracking, and financial planning across annual programming and initiatives.
- Serve on the Board to set strategy and align programming with community and member needs; help prioritize initiatives and partnerships that grow engagement and organizational impact.
- Chair the Membership Committee, driving acquisition and retention through improved member outreach, onboarding, and value communication; contributed to 15% membership growth annually
- Previously served as Vice President and Marketing Committee Chair, leading brand messaging, event promotion, and multi-channel communications to increase awareness and attendance across signature events.
- Participate in end-to-end planning and execution for recurring networking and professional development of hyper local events (e.g., Third Thursdays, leadership programs, tournaments), delivering 24+ events/year with average attendance of 30+ and sponsor support of \$50,000+.
- Oversee membership systems and reporting (directory, renewals, member communications), improving operational consistency and reducing administrative workload by 50%.

ENTREPRENEUR MENTOR

EforAll

2022 - 2024

- Mentored early-stage entrepreneurs on customer discovery, value proposition, and go-to-market strategy.
- Coached sales fundamentals including outreach, discovery, objection handling, and pipeline building.
- Advised on marketing execution across messaging, content, and digital channels to support lead generation.
- Reviewed pitch decks and presentations to improve clarity, storytelling, and confidence.
- Led structured check-ins and milestone planning to maintain accountability and progress.