TYLER MCKEE DOWNEY

MARKETING LEADERSHIP | B2B GROWTH | BUSINESS TRANSFORMATION

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PROFILE

Marketing leader with experience building strategy and operating systems for complex, multi-brand B2B businesses. Led dealership marketing with direct spending authority, technology modernization, and cross-functional delivery. Now shaping standards and digital integration for Thermo King's expanding corporate-owned dealership network. Also founded a technology venture that has launched consumer mobile applications and an initial client solution.

CORE STRENGTHS

Marketing strategy • B2B growth • Demand generation • Brand portfolio management • GTM and product launches • Cross-functional leadership • Budget and vendor decisions • Acquisition integration

PROFESSIONAL EXPERIENCE

CSTK / THERMO KING — TRANE TECHNOLOGIES

Director of Marketing | Nov 2019–Present

- Lead multi-brand B2B marketing strategy across a multi-location commercial transportation and equipment dealership business; previously reported directly to the owner and a vice president.
- Help design the marketing integration operating model for Thermo King's expanding corporate-owned dealership network after CSTK's 2026 acquisition; develop standards and plans where none previously existed.
- Lead planning for consolidation of dealer websites into Thermo King's corporate digital ecosystem, with consistent branding and customer experience across formerly independent dealerships.
- Serve as a principal marketing-side contact for ongoing enterprise CRM and ERP integration, defining business needs, workflows, and coordination with corporate teams.
- Develop network-wide social media and brand standards; partner with Thermo King and Trane leadership on change management and marketing alignment.
- Previously led CSTK website redevelopment and HubSpot CRM/marketing automation initiatives; guided multi-channel campaigns, lead management, product positioning, and sales-enablement efforts.
- Owned marketing spending decisions and vendor approvals; managed two direct reports and led variable-size cross-functional project teams.

MYERS AND STAUFFER

Senior Marketing Specialist | May 2017–Oct 2019

- Managed a corporate website overhaul encompassing content, stakeholder coordination, and digital user experience.
- Developed integrated campaigns, executive and corporate messaging, and marketing performance reporting.

CATALYST MARKETING

Senior Digital Marketing Specialist | May 2016–Mar 2017

- Developed customer acquisition programs spanning digital, social, print, SEO, and paid search.
- Supported CRM data quality, campaign workflows, and marketing automation.

SKILLPATH

Creative Marketing Specialist | Sep 2012–Mar 2016

- Created B2B and B2C campaigns serving professional learning audiences, including government, education, and healthcare.

- Contributed to the STAR12 Community initiative combining content, events, social media, and engagement programs.

ENTREPRENEURIAL EXPERIENCE

TBC MEDIA

Founder & CEO | 2026–Present

- Founded a collaborative video and interactive media technology venture; developed business vision, brand positioning, product direction, and go-to-market strategy.
- Launched consumer applications on the Apple App Store and Google Play and released an initial client-facing version for True Collective.
- Coordinated multidisciplinary collaborators across product, technology, content, and business development.

TECHNOLOGY

HubSpot, Salesforce, GoHighLevel | ChatGPT, Claude, Gemini, Buzz | Adobe Creative Cloud, Canva | Wrike, SharePoint | CRM/ERP integration, marketing automation, website strategy, SEO, paid search

EDUCATION

University of Missouri–Columbia | History coursework, 1997–2001