

Tye Johnson

Tacoma, WA | 206-805-9052 | tyeryann@gmail.com | [linkedin.com/in/tyeryann](https://www.linkedin.com/in/tyeryann)

Technical Program Manager

Program management leader with a passion for improving processes and fixing broken workflows, running daily programming for the Xbox.com homepage, learned n8n in a weekend and built an LLM workflow from scratch, created a video game about job rejection.

SKILLS

Project management - Own end-to-end promotional planning and digital execution of major tentpole sales, industry events, and daily programming for a global entertainment brand.

Process improvement - Built automation to dynamically populate data across 45 markets, including localized translations, using a combination of advanced Excel formulas and VBA scripts, reducing manual entry and minimizing human error by up to 50%.

Stakeholder management - Served as internal team lead for the XBOX Games Showcase 2026 site-wide promotion, aligning engineering, design, content, QA, publisher partners, and executive leadership under strict security protocols.

Cross-functional alignment - Work with partners, stakeholders, internal teams, and executive leadership to align priorities and execution across multiple site pages.

Influence without Authority - Aligned four cross-functional teams to embed hidden game-download codes in the live homepage hero for the DOOM: The Dark Ages launch. All codes were claimed within the hour.

Translating Ambiguity into Action - Compressed a 16-week Black Friday timeline down to 8 weeks and successfully delivered essential retail assets on time despite tight deadlines.

EXPERIENCE

TEN GUN - Project Manager for Xbox Digital Marketing (TPM scope)

Full-service creative intelligence and design agency

October 2019 – Present

- Improved daily workflows and created a single source of truth SharePoint calendar for programming priorities and scheduling.
- Serve as the internal team lead for site-wide promotion of major industry events (e.g., XBOX Games Showcase), working across internal engineering, design, content and QA teams, as well as external partners, stakeholders and executive leadership.
- Lead the setup, execution and hand-off for A/B tests for the Xbox homepage and Games Hub, as well as implementation of winning variants. The most recent implementation resulted in ~90% automation.
- Align partner and stakeholder requests with executive leadership priorities and own the full lifecycle of promotional support on two of the highest-engagement pages on Xbox.com.

N1MBLE FIVE, INC. - Affiliate Marketing Manager

Performance marketing and digital media buying

January 2019 – October 2019

- Ran paid search arbitrage campaigns end to end: picked keywords, wrote ad copy, chose placements (e.g., Google, Yahoo), and set spend per channel - then tracked what profited and killed what didn't.
- Watched performance daily, weekly, and monthly, shifting budget toward the most profitable campaigns.
- Used SEMrush and keyword tools to find cost-effective, high-intent keywords and determine the best places to bid on them.

LEXO MEDIA GROUP - Senior Content Manager

Marketing, consulting, and technology services

March 2012 – December 2018

- Ran content across multiple websites, set the editorial standards and built the production workflows that kept everything publishing on schedule.
- Set up a peer-editing process that cut publishing errors and got the team moving faster.
- Led and mentored a team of content creators - one-on-one training, project timelines, and keeping leadership updated on progress.

PROFESSIONAL DEVELOPMENT

Atlassian Agile Project Management Professional Certificate - *July 2026*