

Tyler Cox-Druin

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WORK EXPERIENCE

Apple

Jan 2022 – Present

Lead, Oklahoma City, OK

- Program-managed cross-functional retail operations, coordinating sales, technical, and ops teams against quarterly OKRs and regional KPIs.
- Drove market-ranking turnaround from #24 to top 10 within 30 days through gap analysis, targeted coaching frameworks, and iterative strategy execution.
- Increased AppleCare and services attachment 30%+ via consultative engagement models and data-informed positioning, directly impacting revenue and customer lifetime value.
- Ensured 100% compliance with Apple privacy and technical integrity standards; partnered with field leadership to align team roadmaps with national strategic priorities.

Apple

Jan 2023 – Jun 2023

Platform Integrations Engineer (Career Experience), Boulder, CO

Internal career experience focused on platform stability and performance optimization.

- Engineered automated XCTest and CLI scripts to benchmark power/performance for Apple Vision Pro, ensuring hardware met pre-release stability standards.
- Partnered with cross-functional engineering and QA teams to triage bottlenecks, translating findings into prioritized recommendations that improved platform readiness.
- Accelerated iOS/iPadOS framework test cycles via Swift-based automation, reducing manual verification overhead and improving iteration velocity.

Apple

Jun 2017 – Jan 2022

Genius / Tech Expert / Senior Advisor, Oklahoma City, OK

Provided high-level hardware and software support while leading repair strategy and customer satisfaction.

- Increased technician efficiency by 70% and customer satisfaction by 30% through redesigned triage workflows and streamlined repair processes.
- Served as senior technical escalation for macOS, iOS, iPadOS, watchOS, and visionOS; advised customers on platform architecture and deployment best practices.

AT&T;

Jun 2012 – May 2017

Store Leader / Business Expert / Retail Sales Consultant, Stillwater, OK

Managed store operations and business development for high-volume retail locations.

- Executed sales strategy across 50+ stores, driving an 80% increase in sales and achieving regional market leader status.
- Generated \$750,000+ in additional revenue through strategic business proposals and technical policy management.

EDUCATION

A.S. Computer Science: Cybersecurity | Oklahoma City Community College

Certificates of Mastery: Computer System & Network Support | OCCC

Certified Mobile Repair Technician (iOS | macOS) | Apple University

Media Communication Certification | Full Sail University

SKILLS

Program & Project Management: Cross-functional coordination, OKR/KPI frameworks, roadmap planning, stakeholder alignment, change management, Agile methodologies.

AI & Automation: Local LLM deployment, on-device AI inference, prompt engineering, workflow automation, Swift, Python, and Shell scripting.

Platforms & Architecture: macOS, iOS, iPadOS, visionOS, Apple Silicon, Xcode, XCTest, Apple Configurator, GSX, Radar, Wireshark, VMware, and Linux.

Leadership: Team development, performance coaching, executive communication, operational excellence, and data-driven decision making.