Tyler Marzen DiMarco

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tylermarzendimarco.com

EDUCATION

Southern Methodist University - Meadows School of Arts; Simmons School of Education and Human Development — Dallas, TX
Bachelor of Arts: Public Relations & Strategic Communications — August 2023 - May 2025
Minor: Sports Management

American University - School of Communications; College of Arts & Sciences — Washington, DC
Bachelor of Arts: Public Relations & Strategic Communications — August 2021 - May 2023
Minor: Cinema Studies

EXPERIENCE

DKC Public Relations — New York, NY
Sports Account Coordinator — March 2026 - Present
- Writing and distributing pitches to targeted media for outreach across national U.S. markets, reaching a current combined UVM of 53.2M+.
- Creating coverage reports using Muck Rack and Television Eyes to share media appearances and analytics to clients.
- Supporting client operations for FIFA, DAZN, BIG3, Legends Global, Apple TV and Yahoo! Sports.

Philadelphia Eagles — Philadelphia, PA
Communications Associate — June 2025 - February 2026
- Spearheaded the Community Tuesday initiative by writing media alerts and PR plans, pitching to local and national outlets, serving as the lead PR contact, and tracking coverage and analytics, resulting in 132 media appearances, an audience of 10M+, and $1.64M+ in publicity value across eleven events.
- Coordinated with local broadcast outlets to secure coverage for our 2025 Eagles Fan of the Year nominee, helping drive visibility that contributed to his selection as the 2025 NFL Fan of the Year.
- Contributed to the Eagles Media Guide by using InDesign to create and update player bios, maintain game-by-game statistics, and keep transaction records current under tight in-season deadlines.
- Supported game-day operations by managing media credentialing at will call, coordinating postgame interview flow, and editing postgame transcripts.

FIFA — Philadelphia, PA
Venue Media Coordinator — May 2025 - July 2025
- Managed media accreditation for the 2025 Club World Cup using FIFA's new credentialing technology.
- Supervised and scheduled a team of thirty five volunteers for match day operations.
- Contributed to Matchday-1 and Matchday operations by managing press conference and mixed zone activities, resolving credentialing issues, monitoring the press box, and coordinating photographer activities.

Arvo Advisory — Dallas, TX
Public Relations Intern — January 2025 - May 2025
- Developed press releases, media lists, and op-eds for client visibility.
- Curated media lists to help expand journalistic outreach and media coverage.
- Pitched compelling stories to media outlets via email to promote media relationships.
- Conducted research on internal company strategy for operational improvement.

FC Dallas — Frisco, TX
Frisco Bowl Events Intern — September 2024 - December 2024
- Planned events such as the Frisco Bowl, Ladies Night Out, Kids Night Out, and other team activities.
- Led and organized a team of twenty interns during game week.
- Collaborated with local brands and sponsors for brand activations and partnerships.
- Created a run-of-show for each event to organize and facilitate operations.

Frisco Bowl Social Media Intern
- Produced content for Instagram and X to promote event awareness and drive ticket sales.
- Clipped and edited highlight videos from previous Frisco Bowl games using Clipchamp.

SMU Athletics — Dallas, TX
Operations Intern — August 2023 - December 2024
- Helped in setting up, running, and breaking down athletic games.
- Ran event operations between soccer, basketball, and volleyball.
- Assisted fan operations and halftime productions.

ADDITIONAL INFORMATION

Skills: Proficiency in Canva, Clipchamp, Critical Mention, InDesign, Meltwater, Muck Rack, Ship Monkey, Shopify, Sprout Social, Stocky, and Television Eyes.

Certifications: Microsoft Office Specialist - Excel Associate (Excel and Excel 2019)