

# Tyler Marzen DiMarco

917-848-2418 · tylerdimarconyc@gmail.com

tylermarzendimarco.com

## EDUCATION

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|--|------------------------|
| <b>Southern Methodist University - Meadows School of Arts; Simmons School of Education and Human Development</b> | Dallas, TX             |
| <i>Bachelor of Arts: Public Relations &amp; Strategic Communications</i>   | August 2023 - May 2025 |
| <i>Minor: Sports Management</i>  |                        |
| <b>American University - School of Communications; College of Arts &amp; Sciences</b>                            | Washington, DC         |
| <i>Bachelor of Arts: Public Relations &amp; Strategic Communications</i>   | August 2021 - May 2023 |
| <i>Minor: Cinema Studies</i>   |                        |

## EXPERIENCE

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|---|--------------------------------|
| <b>Philadelphia Eagles</b>  | Philadelphia, PA               |
| <i>Communications Associate</i>   | June 2025 - Present            |
| <ul style="list-style-type: none"><li>• Spearheading the Community Tuesday initiative by writing media alerts and PR plans, pitching stories to local and national outlets, serving as the lead PR contact, tracking coverage, and reporting publicity analytics, generating over \$1.47 million in free publicity over nine events.</li><li>• Creating and editing corporate and football documents, such as flip cards, player bios, and transcripts.</li><li>• Assisting game-day operations, including opening media will call, helping with post-game interviews, and editing post-game transcripts.</li></ul> |                                |
| <b>FIFA</b>   | Philadelphia, PA               |
| <i>Venue Media Coordinator</i>  | May 2025 - July 2025           |
| <ul style="list-style-type: none"><li>• Managed media accreditation for the 2025 Club World Cup using FIFA's new credentialing technology.</li><li>• Supervised and scheduled a team of thirty five volunteers for match day operations.</li><li>• 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.</li></ul>  |                                |
| <b>Arvo Advisory</b>  | Dallas, TX                     |
| <i>Public Relations Intern</i>  | January 2025 - May 2025        |
| <ul style="list-style-type: none"><li>• Developed press releases, media lists, and op-eds for client visibility.</li><li>• Curated media lists to help expand journalistic outreach and media coverage.</li><li>• Pitched compelling stories to media outlets via email to promote media relationships.</li><li>• Conducted research on internal company strategy for operational improvement.</li></ul>  |                                |
| <b>FC Dallas</b>  | Frisco, TX                     |
| <i>Frisco Bowl Events Intern</i>  | September 2024 - December 2024 |
| <ul style="list-style-type: none"><li>• Planned events such as the Frisco Bowl, Ladies Night Out, Kids Night Out, and other team activities.</li><li>• Led and organized a team of twenty interns during game week.</li><li>• Collaborated with local brands and sponsors for brand activations and partnerships.</li><li>• Created a run-of-show for each event to organize and facilitate operations.</li></ul>   |                                |
| <i>Frisco Bowl Social Media Intern</i>  |                                |
| <ul style="list-style-type: none"><li>• Produced content for Instagram and X to promote event awareness and drive ticket sales.</li><li>• Clipped and edited highlight videos from previous Frisco Bowl games using Clipchamp.</li></ul>  |                                |
| <b>SMU Athletics</b>  | Dallas, TX                     |
| <i>Operations Intern</i>  | August 2023 - December 2024    |
| <ul style="list-style-type: none"><li>• Helped in setting up, running, and breaking down athletic games.</li><li>• Ran event operations between soccer, basketball, and volleyball.</li><li>• Assisted fan operations and halftime productions.</li></ul>   |                                |
| <b>DKC Public Relations</b>   | New York, NY                   |
| <i>Lifestyle PR Intern</i>  | June 2024 - July 2024          |
| <ul style="list-style-type: none"><li>• Tracked media coverage through Muck Rack and Television Eyes to compile press reports for clients.</li><li>• Assisted company with running events by creating media lists and face sheets.</li><li>• Created audits and memos to broaden journalist outreach and brand awareness.</li><li>• Worked with lifestyle clients such as Betty Buzz, Betty Booze, Naturium, NuFace, and Tarte Cosmetics.</li></ul>   |                                |

## ADDITIONAL INFORMATION

**Skills:** Proficiency in Canva, Clipchamp, Critical Mention, InDesign, Muck Rack, Ship Monkey, Shopify, Stocky, and Television Eyes. Certified in Microsoft Excel