

Tyler Marzen DiMarco

917-848-2418 · tylerdimarconyc@gmail.com

tylermarzendimarco.com

EDUCATION

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

EXPERIENCE

Arvo Advisory <i>Public Relations Intern</i> - Develop press releases, media lists, and op-eds for client visibility. - Curate media lists to help expand journalistic outreach and media coverage. - Pitch compelling stories to media outlets via email to promote media relationships. - Conduct research on internal company strategy for operational improvement.	Dallas, TX January 2025 - Current
FC Dallas <i>Frisco Bowl Events Intern</i> - 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. <i>Frisco Bowl Social Media Intern</i> - 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.	Frisco, TX September 2024 - December 2024
SMU Athletics <i>Operations Intern</i> - Helped in setting up, running, and breaking down athletic games. - Ran event operations between soccer, basketball, and volleyball. - Assisted fan operations and halftime productions.	Dallas, TX August 2023 - December 2024
DKC Public Relations <i>Lifestyle PR Intern</i> - Tracked media coverage through Muck Rack and Television Eyes to compile press reports for clients. - Assisted company with running events by creating media lists and face sheets. - Created audits and memos to broaden journalist outreach and brand awareness. - Worked with lifestyle clients such as Betty Buzz, Betty Booze, Naturium, NuFace, and Tarte Cosmetics.	New York, NY June 2024 - July 2024
Madhappy <i>Sales Supervisor</i> - Worked with headquarters to discuss store operations and incoming products. - Wrote reports analyzing net sales, average order value, and units per order. - Performed managerial duties when the manager was not present. - Gained proficiency in Shopify, Stocky, and Ship Monkey.	East Hampton, NY May 2023 - August 2023

CLUBS & ORGANIZATIONS

SMU Club Sports Media & Marketing <i>Public Relations Team</i> - Formed collaborations with local brands and companies to help promote SMU's hockey team. - Created and posted content on SMU Hockey's TikTok and Instagram.	Dallas, TX August 2023 - May 2024
American University Swim Team <i>Division One Athlete</i> Balanced 20+ hours a week of Division One swimming, lifting, and meetings with a full college workload.	Washington, DC August 2021 - May 2023

ADDITIONAL INFORMATION

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

Volunteering: Alpha Chi Omega Fraternity.

Interests: Film Photography, Hiking, Hockey Enthusiast, Screenwriting, Swimming, Wakesurfing.