

Tyler Wallick

Brand Strategist | Digital Marketer | Music Producer

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Portfolio: www.twallemusic.com

Professional Summary

Creative Brand Strategist, Digital Marketer, and DJ with 10+ years of experience in live entertainment, music production, and event promotion. Skilled in crafting engaging content, managing social media campaigns, and driving brand growth through digital strategies. Proven ability to enhance audience experiences, increase revenue through targeted promotions, and build strong brand identities in the entertainment industry.

Experience

Big Night Entertainment Group | Boston, MA

Resident DJ | Social Media Intern | 01/2018 – Present

- Created and executed promotional materials (flyers, posters, social media content) to boost event visibility and attendance.
- Developed targeted marketing campaigns to engage key demographics and strengthen brand awareness.
- Curated music experiences across various genres, increasing audience engagement.
- Performed as a resident DJ at top New England nightclubs, securing headlining and support performances.

Twalle LLC | Barrington, RI

Founder | Music Producer | 06/2013 – Present

- Managed digital marketing campaigns, achieving 700K+ streams on Spotify and SoundCloud.
- Headlined an East Coast tour, selling out venues in MA, VA, MD, RI, FL, CT, and NY.
- Planned and marketed four sold-out concerts in Rhode Island, drawing over 1,000 attendees each.
- Developed grassroots marketing strategies to maximize audience reach and engagement.

Big Night Talent | Boston, MA

Senior Intern | Project Manager | 03/2022 – 06/2023

- Spearheaded the launch of ESCAPEPLAN, the first NFT-based DJ duo, earning media coverage in *The Hollywood Reporter*.
- Led single and album rollouts for six artists, overseeing branding, music production, and video concepts.
- Managed the release of "Sun Goes Down" with Dillon Francis, Baby Jake, and ESCAPEPLAN, amassing 584K Spotify streams.
- Directed marketing for two high-impact music videos, generating 230K+ and 104K+ views, respectively.
- Created daily social media content for Big Night Talent and Big Night Records, increasing brand awareness.

Education

Berklee College of Music | Boston, MA

- Bachelor of Professional Studies (BPS), Music Business – March 2024
- Bachelor of Professional Studies (BPS), Electronic Music Production – March 2024
- GPA: 3.5

Skills

- Social Media Strategy & Content Creation
- Digital Marketing & Audience Growth
- Music Production & Sound Design (Ableton Live)
- Event Planning & Promotion
- Artist Development & Branding
- Microsoft 365 (Excel, Word, PowerPoint, Outlook, Teams, SharePoint)