

Dustin Tyler

Marketing Strategist & Brand Architect

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SUMMARY

Dynamic marketing leader recognized for building lifestyle brands from concept to profitability, driving double-digit growth for legacy institutions through transformative rebrands, and elevating agency portfolios to multi-million-dollar revenue through impactful experiential and digital campaigns. Skilled in Integrated Marketing Strategy, Digital Marketing Strategy, Brand Growth Leadership, Content Strategy, Paid Media Strategy, CRM Development, and Cross-Functional Team Leadership, with a proven ability to merge creative vision and commercial strategy to deliver measurable business results.

Adept at crafting immersive brand experiences, leading teams through complex go-to-market strategies, and translating cultural insights into authentic consumer connections across hospitality, entertainment, and CPG sectors. Known for launching a startup winery to substantial first-year revenue, increasing museum attendance year-over-year through holistic brand integration, and securing multicultural agency-of-record status for national brand platforms. Experienced in balancing brand-side leadership with entrepreneurial ventures while delivering award-winning creative output for Fortune 500 beverage and automotive portfolios including Ketel One, Captain Morgan, Stella Artois, Bud Light, Miller Lite, Coors Light, Chevrolet, Toyota, and Telemundo.

KEY ACHIEVEMENTS



Singapore Hospitality Group

Conceived, branded, and launched a high-impact hospitality group featuring two experiential dining concepts, achieving \$1.5M in revenue within the first 12 months.



Modales Winery

Built an award-winning boutique winery from the ground up, cultivating a 1,500-member wine club and generating \$2M in first-year revenue.



Grand Rapids Public Museum

Orchestrated full-scale, end-to-end rebrand to boost attendance by 27% year-over-year, demonstrating strategic vision and creative leadership within a heritage institution.



Cárdenas Marketing Network

Won the Chief Marketer PRO Award by developing and launching a national experiential nightlife program for Captain Morgan Rum.

EXPERIENCE

Owner & Brand Architect

Singapore Hospitality Group - The Singapore Room & Sushi bā

📅 2024 - Present 🌐 Saugatuck, MI

Fun Asian Dining & Five-Star Omakase Sushi Bar.

- Conceived, branded, and launched a high-impact hospitality concept to fuse design and experiential innovation, establishing two profitable lifestyle brands from the ground up.
- Developed and executed go-to-market strategy and brand architecture that drove **\$1.5M in first-year sales**, exceeding launch projections and validating concept scalability for future brand extensions.

Vice President of Marketing & PR (Promoted)

Grand Rapids Public Museum

📅 2022 - 2024 🌐 Grand Rapids, MI

Michigan's oldest museum and a leading cultural institution dedicated to science, history, and immersive learning experiences for diverse audiences.

- Championed strategic planning backed by data-driven decisions to ensure the museum's growth, visibility, and cultural influence.
- Managed a **\$3M marketing budget** and **led a 40+ member team** overseeing marketing, communications, guest engagement, and PR.
- Managed **paid media planning** across digital, OOH, TV, streaming, print, and radio to amplify key campaigns and institutional initiatives.
- Directed strategic communications and brand positioning to elevate public visibility and community participation.
- Led major campaigns including the \$50M "Expanding Curiosity" expansion initiative and annual Van Andel Awards.
- Oversaw marketing and PR for major traveling exhibitions including Mandela: The Official Exhibition, The Power of Poison, Pterosaurs, T-Rex, Sharks, and Bugs.
- Strengthened media presence through partnerships with FOX13, NPR, and School News Network, generating significant earned media.

Marketing Director

Modales Winery & Vineyards

📅 2020 - 2022 🌐 Fennville, MI (Hybrid)

Estate winery known for artisanal winemaking, organic farming, and immersive experiences.

- Architected and managed a complete brand ecosystem including positioning, visual identity, packaging, digital assets, and retail experience.
- Designed and activated experiential tasting room concepts featuring wine-pairing dinners, live music, and educational events.
- Managed creative development across digital, print, and on-site channels to drive brand visibility and customer engagement.
- Drove **\$2M in first-year revenue** and launched two handcrafted wine and cider brands through regional distributor collaboration.
- Grew and managed a **1,500+ member wine club**, driving recurring revenue and brand loyalty.

EXPERIENCE

Executive Creative Director

Revolución Marketing LLC

⌚ 2014 - 2020 🗂️ Chicago, IL

Multicultural marketing agency producing sponsorship and endorsement campaigns for beer, spirits & automotive clients.

- Led all **RFP responses, pitch deck creation, and new business presentations**, developing strategic insights and creative concepts that were instrumental in securing multimillion-dollar client partnerships.
- Oversaw creative vision and brand execution across digital, social, experiential, and multicultural channels.
- Drove **\$27 million in revenue growth** by securing new accounts and expanding long-term partnerships across beer, spirits, and automotive sectors.
- Achieved Multicultural Agency of Record status for **Corona Extra**.
- Conceptualized and expanded a Miller Lite music program from one market to ten priority locations over five years.

Director of Strategy & Planning (Promoted)

Cardenas Marketing Network

⌚ 2008 - 2014 🗂️ Chicago, IL

Leading multicultural marketing and live entertainment agency specializing in Latin music touring, brand sponsorships, and experiential activations for beer, spirits & automotive clients.

- Directed the full **proposal and pitch development process**, transforming insights and strategic planning into high-impact presentations that drove new business growth.
- Managed national events boosting brand engagement, visibility, and consumer reach for diverse audiences.
- Developed and managed nationwide **influencer and handselling campaigns** targeting college and Hispanic markets for AB-InBev's premium and value portfolios, including Budweiser, Bud Light, Chelada, Natural Light, Stella Artois, and Bud Light Lime.
- Orchestrated **Chevrolet's national sponsorship and live music tour activations**, strengthening brand performance and directly contributing to CMN securing the World Cup Soccer sponsorship management contract.
- Managed a two-year **Bud Light endorsement and national tour partnership with Pitbull**, overseeing bilingual assets across print, television, radio, outdoor, digital, and point-of-sale channels.
- Produced and executed McDonald's Flavor Battle, expanding audience engagement during NCAA halftime shows and developing the concept into a national experiential platform.

Project Manager

Lisa P. Maxwell Creative Agency

⌚ 2006 - 2008 🗂️ Chicago, IL

Art Director

Smith Communications

⌚ 2000 - 2004 🗂️ Hinsdale, IL

TECHNICAL PROFICIENCIES

Adobe Creative Cloud (Illustrator, InDesign, Photoshop) • Google Analytics (GA4) • Meltwater • WordPress • Sprout Social • Mail Chimp • Canva Pro • Microsoft Office Suite • Basecamp • QuickBooks • Toast POS • Sling • AI-powered platforms for marketing automation and creative ideation

EDUCATION

Bachelor of Arts, Communications

Utah State University

📍 Logan, UT