

# Dustin Tyler

## Marketing Strategist & Brand Architect

📞 616-610-3942 @ dustintyler73@gmail.com 🔗 linkedin.com/in/dustintyler 🌐 dtylermarketing.com 📍 Saugatuck, MI.

## 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.



### 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.



### 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.



### 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