

Tyler Wallick

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SUMMARY

Dynamic professional with 12 years of experience in the music industry, leveraging expertise in social media strategy, brand development, and event planning. Successfully managed social campaigns and coordinated project timelines as a Project Manager at Big Night Talent. Proven track record in increasing engagement and visibility through creative content and strategic campaign management.

- WORK EXPERIENCE
- Big Night Entertainment Group

Resident DJ & Social Media Intern

Boston, MA

2018 - Present

- Perform weekly DJ sets at prominent venues, enhancing audience engagement and entertainment value.
 - Grow personal brand and fanbase, aligning with marketing strategies to boost visibility and audience reach.
 - Contribute to social media campaigns, assisting in the promotion of major artists and events.
- Twalle LLC

Founder & Music Producer

Remote

2013 - Present

- Establishes and produces an independent music brand, achieving over 700K streams across multiple platforms.
 - Designs and markets original music content, including tracks, remixes, and DJ mixes, while managing brand identity through visual and storytelling campaigns.
 - Organizes and executes U.S. tours and live performances, collaborating with promoters and talent agencies to enhance brand visibility.
- Rhode Island Country Club

Outdoor Golf Service Crew Member

Barrington, RI

2023 - 2024

- Provided exceptional customer service by ensuring smooth golf cart operations and efficient management of bag storage for members and guests.
 - Supported event coordination efforts, contributing to the successful execution of golf-related events and activities.
- Big Night Talent

Social Media Coordinator & Project Manager

Boston, MA

2022 - 2023

- Managed social media campaigns for artists, coordinating release timelines and digital rollouts, including collaborations with ESCAPEPLAN and Dillon Francis.
 - Spearheaded the launch of ESCAPEPLAN, the first NFT-based DJ duo, earning media coverage in The Hollywood Reporter.
 - Coordinated influencer partnerships to enhance campaign reach and effectiveness.
 - Increased engagement and visibility across social platforms through strategic content creation and campaign planning

EDUCATION

Berklee College of Music

Bachelor of Professional Studies, Music Business & Electronic Music Production

Boston, MA

2024

SKILLS

Social Media Strategy & Campaign Management • Brand Development & Creative Direction • Music Production (Ableton Live) & DJ Performance • Digital Marketing (Content, Ads, Analytics, SEO) • Event Planning & Promotion • Sales & Client Relations • Adobe Creative Suite • Microsoft 365 • Canva • Project Planning