

# Tom Reyes

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## CAREER PROFILE

Entrepreneurial marketing and operations leader with experience scaling audiences and improving profitability through strategic branding, digital marketing and e-commerce optimization. Proven ability to strengthen financial performance and operational efficiency through analytical decision-making and disciplined execution.

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## CORE COMPETENCIES

Project Coordination & Team Leadership • Brand & Digital Marketing Strategy • Social Media Marketing Campaign Launch & Execution • Business Process & Margin Optimization • E-Commerce • Supply Chain, Logistics, & Fulfillment • Google Ads • Meta Business Suite • Hootsuite • Photoshop

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## EDUCATION

**BAYLOR UNIVERSITY – BBA, Marketing – Dean’s List**

**December 2022**

- Graduated Cum Laude; Cumulative GPA of 3.75
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## EXPERIENCE

**Marketing & Business Development Lead – I AM**

Dallas, Texas | **2016-2024**

*(Touring Music Brand & E-Commerce Business)*

- Improved revenue across **\$400K+ in sales** through merchandising strategy, e-commerce flow, and website presentation
- **Tripled e-commerce conversion rate** (2.8% to 8.1%) and sustained a **35% revenue lift** across three years via landing page, funnel, and UX optimization
- Drove a **19K follower increase** by directing omnichannel strategy and coordinating platform responsibilities across the team
- Led creative and operational delivery of three albums, generating **9.7M+ Spotify streams**
- Supported globally scaled touring—**53K+ attendees, 18 countries**—by directing performance logistics and merchandise operations
- Cultivated strategic partnerships & endorsements with Jackson Guitars, Orange Amplifiers, Fishman, and ENKI Cases, increasing brand equity and market visibility

**Co-Founder, Marketing & Operations Lead – Myth Carver**

Dallas, Texas | **2024-Present**

*(Independent Band & E-Commerce Brand)*

- Built brand from inception to **\$19K+ in first-year revenue** through launch coordination, targeted audience acquisition, and direct-to-consumer funnel development
- **Owned end-to-end content strategy** for launch campaigns, building a unified system across **website, email, and social channels**
- Drove a **16%** engagement rate, **695** watch hours, and **34%** follower lift by planning and executing a five-week, platform-optimized digital campaign
- Negotiated international licensing agreement with European label partners, scaling brand penetration into high-value markets
- Increased profit margin of key product SKUs (vinyl **36%** to **52%**, apparel **43%** to **56%**)