

Thomas Reyes

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CAREER PROFILE

Growth and marketing strategist with experience across digital marketing, creative operations, and go-to-market strategy. Track record of improving financial performance and operational efficiency through data-backed decision-making and execution.

EDUCATION

BAYLOR UNIVERSITY – BBA, Marketing

December 2022

- Graduated Cum Laude; Cumulative GPA of 3.75
- Dean's List: Fall 2016, Summer 2021, Spring 2022, Fall 2022

EXPERIENCE

Consultant – Impact Wall Brands

Dallas, Texas | **March-September 2026**

- Led customer research through surveys, customer interviews, and sales inquiry analysis to identify key purchase barriers and inform growth and conversion strategies
- Developed customer segmentation and growth strategy identifying opportunities to drive **10-12x higher revenue per customer**
- Developed **18-month execution plan** integrating diagnostic findings into **18 priority initiatives**

Co-Founder, Marketing & Operations Lead – Myth Carver

Dallas, Texas | **2024-Present**

(Independent Band & E-Commerce Brand)

- Built brand from inception to **\$22K+ in first-year revenue** through targeted audience acquisition, merchandising strategy, and direct-to-consumer funnel development
- Led content strategy and creative asset development across website, email, social, and paid media
- Drove **890K impressions, 16% engagement rate, and 34% follower growth** through digital campaign execution
- Increased profit margin of key product SKUs (vinyl **36%** to **52%**, apparel **43%** to **56%**)
- Negotiated international licensing agreement with European label partners, scaling brand penetration into high-value markets

Marketing & Business Development Lead – I AM

Dallas, Texas | **2016-2024**

(Touring Music Brand & E-Commerce Business)

- Drove **\$400K+ in sales** through merchandising strategy, e-commerce optimization, and social media marketing while growing the brand's social audience by **19K followers**
- **Tripled e-commerce conversion rate** (2.8% to 8.1%) and sustained a **35% revenue increase** across three years via website, funnel, and customer experience optimization
- Led marketing and operational execution for three album releases, generating **9.3M+ Spotify streams**, supporting international tours across **53k+ attendees** in **18 countries**