

# Thomas Dylan Guest

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## EXPERIENCE

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### Haas Moto Museum

*Director of Marketing*

Dallas, TX

May 2021 - Present

- Lead all external marketing and communications initiatives
  - Identified and formed strong relationships in media, resulting in key placements in major national and local outlets and publications as well as the publication of a 200+ page book
  - Developed and implemented social media initiatives, leading to doubled impressions and engagement
  - Strongly emphasized the importance of storytelling through a variety of channels such as press releases, blogs, articles, and more, effectively reaching target audiences and enhancing brand awareness
  - Nurtured the company's public image through constant press and effective communication, resulting in increased awareness and a 4.9/5-star rating on Google Reviews
- Serving as the key point of control and coordination of a wide array of projects
  - Planned and executed over 50 private events for key clients, including all communications and organization with external vendors, resulting in increased bookings year-after-year
  - Orchestrated and oversaw participation in several motorcycle shows across the nation with many of largest motorcycle retail brands
  - Crafted the creation of a major museum collection book, including ghostwriting numerous passages, organizing and overseeing photography sessions, and mapping out content placement
  - Collaborated in the production and release of two documentaries and strategized an outreach plan resulting in 12 film awards and honors
  - Spearheaded a complete redesign and modernization of the company website, continuously working on its improvement to enhance user experience and increase website traffic

### Last Word on Sports

*Lead Editor*

Dallas, TX

Aug 2017 - Jan 2023

- Oversaw the editorial process for two major departments
  - Ensured effective communication and planning between team members across four continents, leading to 70+ published articles per week
  - Edited 500+ articles averaging 1,000+ unique views and provided feedback and guidance to further grow readership
  - Implemented and monitored SEO practices to enhance online visibility
- Produced independent content
  - Wrote and published 300+ articles from news to opinion to long-form pieces, also averaging upwards of 1,000+ unique views
  - Utilized a variety of research methods to ensure both accurate and valuable content

## EDUCATION

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### Texas Christian University

*Bachelor of Arts in Journalism*

*Minor in Spanish*

Fort Worth, TX

## ADDITIONAL INFORMATION

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**Technical Skills:** Adobe Creative Suite, Microsoft Office, Google Workspace, Google Analytics, WordPress, Shopify, Instagram, Facebook, X (FKA Twitter), LinkedIn

**Other Experience:** Motion Recruitment - Technical Recruiter; Spectra Glass - Content Designer; TCU 360 - Editor, Anchor, and Reporter