

HYLER ENT GROUP

Marketing & PR Strategy Executives

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Our mission is to work with artists to increase visibility while empowering them to have a say in their brand. We are dedicated to helping artists achieve their dreams.

DIGITAL MARKETING
SOCIAL MEDIA
PRESS COVERAGE
GRAPHIC DESIGN
PRODUCT PLACEMENT
STRATEGY

Qualifications Summary

- Combined total of 12+ years of industry experience from the business and creative ends.
- Efficiently increased brand visibility through digital marketing.
- Built good relationships with various industry connections in LA, Nashville, and all over.
- Booking, promotion, crew coordination, media, sponsorship, liaison, scheduling, conflict resolution, tour publicity, personal appearance, travel, merchandising and band management.

Professional Experience

Artist, 2009 to Present | Tyler Matl | Nashville, TN

- Tyler Matl has successfully sold his brand as an artist, with over 50,000 likes on Facebook, 65,000 Twitter Followers, and 5,000 + YouTube Subscribers.
- Secured media exposure and radio airplay across the world.
- Performed on various tours, honing his craft as an artist.
- Honored in 2014 with various awards for his songwriting and performing.

Graphic Artist, 2011 to Present | Hunter Herring | Winona, MS

- Hunter Herring has successfully branded himself online with over 1.2 million combined fans spread across Twitter, Instagram, and Facebook.
- Secured sponsorships and endorsements with clothing companies and mobile apps.

CEO, 2003 to Present | Pop Blitz Magazine | Los Angeles, CA

- Tracey Ecklund has a diploma in Music Business (McNally Smith) and Degree in Web Design (Century).
- Created and developed an online magazine to help promote upcoming artists.
- Covered red carpet events, conducting interviews with some of today's hottest young talent.
- Devised and implemented street team youth marketing strategies.

Individual Breakdown

TYLER MATL (CEO)

Tyler Matl is a natural born leader. Creating Hyler Ent. Group with the vision of empowering artists he wants to give them the ability to maintain creative control while increasing brand visibility. Tyler has six plus years of experience in the music industry under his belt. Achievements include receiving multiple awards recognizing both his performance and songwriting ability, performing on major tours (Vans Warped Tour, Pop Explosion Tour), opening for major artists and industry executives including Britney Spears, L.A. Reid, Jacob Whitesides, Rascal Flatts, Demi Lovato and Simon Cowell, recording and releasing multiple studio albums and EP's, and a slew of radio play and media exposure worldwide. Matl is driven, goal focused and a honest achiever whose strategies and decision making skills will result in success.

HUNTER HERRING (GRAPHIC DESIGN)

Hunter Herring has five plus years experience in social media management and graphic design. Herring has branded himself online through the power of technology, great editing and organizational skills, and his natural born talent to engage people in content he has developed himself. Hunter has over 1.2 million fans spread across social media platforms. 1 million plus likes, plays and retweets are solid proof of results to his work. He also has sponsorships, endorsements, and partnerships with multiple clothing companies, mobile apps and more. Hunter Herring is an innovative thinker and quick learning individual whose skills and talents propel him in a fast paced, competitive, and ever changing industry.

TRACEY ECKLUND (BUSINESS ASSISTANT)

Tracey Ecklund is a dedicated artist promoter with ten plus years of experience and an in-depth understanding of teen pop culture. Ecklund has created and maintained Pop Blitz Magazine, conducted interviews with some of today's hottest young talent including R5, the Cast of Girl Meets World, Zendaya, Kenton Duty, the Cast of Austin & Ally, and the cast of Modern Family), served as red carpet coordinator at the 2014 Artist in Music Awards, headed as street team leader for Radio Disney NBT Artist Zack Montana. She is skilled on multiple levels including youth marketing, online and print journalism, entertainment reporting, viral community building, artist management, video editing, and event planning. Tracey is a go getter determined to follow her dreams in helping artists achieve theirs