

// MARKETING STRATEGY · AI AUTOMATION · SEO

# Built different.

Ten years of turning strategy into results — now fused with the next generation of AI tooling. A media kit for editors, producers, and event organizers.

EST. 2015

// FEATURING

**Darrell Tyler**

// PRESENTED BY

[tylerdarrell.com](http://tylerdarrell.com)

// THE PROFILE

# At a glance.

**M**arketing strategist, SEO specialist, and AI automation builder. A self-taught decade in the trenches — obsessed with the psychology of why people click, buy, and stick around — now shipping the next wave of AI-native tools for growing businesses.

10

YEARS IN THE GAME

04

CORE SERVICES

03

SIGNATURE TALKS

∞

CURIOSITY

## The short bio.

Darrell Tyler is a marketing strategist and AI automation expert who helps businesses grow without burning out. He specializes in SEO that compounds, automation that gives time back, and strategy grounded in behavioral psychology — not marketing theater.

Self-taught across a decade of books, tutorials, and client work, Darrell is now going deeper into AI engineering: building his own tools, documenting the process in public, and teaching operators how to leverage AI without losing the human touch.

He's based in the US, speaks on SEO, marketing psychology, and AI for business, and is available for keynotes, podcasts, panels, and workshops.

### // FAST FACTS

#### TITLE

Marketing Strategist & AI Automation Expert

#### SPECIALTIES

SEO · AI Automation · Marketing Psychology · Claude Setup

#### SPEAKING SINCE

Available for 2026 bookings

#### AUDIENCES

Founders · Marketing teams · Agencies · SaaS · Creators

#### OFF THE CLOCK

Metal · Anime · Gaming · Fitness · MMA · Basketball

// SPEAKING TOPICS

# Three talks. Zero fluff.

Each talk can be delivered as a 30-minute keynote, a 60-minute deep dive, or expanded into a half-day workshop. Tailored to your audience — founders, marketers, or mixed business rooms.

## 01

### SEO That Actually Drives Revenue

Most SEO advice is outdated or obsessed with vanity metrics. This talk shows what actually moves the needle — technical foundations, content that ranks, and measuring what matters to the bottom line.

// KEY TALKING POINTS

- Why most SEO advice fails
- The three pillars of sustainable organic growth
- Measuring success beyond rankings
- Content systems that compound

## 02

### Marketing Psychology

Marketing is applied psychology — everything else is just tactics. Break down the behavioral science behind decisions, trust, and persuasion, with concrete examples you can use Monday morning.

// KEY TALKING POINTS

- The psychology of decision-making
- Cognitive biases that drive conversions
- Building trust in a skeptical world
- Persuasion without manipulation

## 03

### AI for Marketers

AI is changing everything — but most marketers don't know where to start. A practical field guide to real use cases, automation wins, and how to integrate AI without losing the human voice that built your brand.

// KEY TALKING POINTS

- Where AI actually helps (and where it doesn't)
- Practical automation for lean teams
- AI content creation done right
- Building an AI-augmented workflow

// FORMATS AVAILABLE

#### Keynotes

High-energy, insight-packed. 30–60 minutes for conferences and corporate events.

#### Podcasts

Deep-dive conversations. Real examples, real energy, no fluff.

#### Panels

Marketing, tech, entrepreneurship, building in public — happy to mix it up.

#### Workshops

Hands-on, interactive half- or full-day sessions for teams that learn by doing.

// POINT OF VIEW

# The point of view.

“ Marketing is applied psychology. *Everything else is just tactics.* ”

— DARRELL TYLER

*I.***BEHAVIOR FIRST**

Understand why people do what they do, and the tactics follow. Psychology drives every click, every conversion, every sale. Master the why and the how becomes obvious.

*II.***BUILD TO LAST**

Organic over paid. Assets over campaigns. Compound growth wins. Better to build something that works for years than chase quick wins that disappear tomorrow.

*III.***STAY SHARP**

The game changes fast. AI is rewriting the rules — and Darrell isn't just watching, he's building with it. Curiosity isn't optional; it's survival.

// WHAT HE DOES

# Four ways to level up.

Darrell works with founders and marketing teams in four formats — from long-term SEO partnerships to one-time strategy sprints. Pick what fits, or let's figure it out together.

01

## SEO & Organic Growth

Your competitors are ranking. Your customers are searching. Organic traffic machines that turn strangers into leads, and leads into revenue. No tricks, no shortcuts — just strategy that compounds month after month.

RETAINER

MONTHLY

02

## AI Automation

Stop doing the work that shouldn't be yours. Custom AI workflows and automations that eliminate repetitive tasks, connect your tools, and give you back the hours you've been losing to busywork.

PROJECT

SCOPED

03

## Strategic Consulting

Focused guidance on marketing, SEO, or AI implementation. Get unstuck, pressure-test a plan, or bring in a second brain for the decisions that matter most. Hourly or retainer.

HOURLY

FLEX

04

## Speaking & Workshops

Keynotes, panels, and hands-on workshops on SEO, marketing psychology, and AI for business. Designed for audiences that want ideas they can ship — not slideware they'll forget by lunch.

EVENT

BOOKED

*"Work smarter. Grow faster."*

// BOOKING & PRESS

# Ready to **move forward?**

Whether it's a keynote slot, a podcast booking, a press feature, or a consulting conversation — the fastest path is the contact form on the site.

▶ PRIMARY

**tylerdarrell.com  
/contact**

The best way to reach Darrell — fastest response, routed by inquiry type (speaking, press, or consulting).

▶ SOCIAL

**@drityler  
on Instagram**

YouTube: @darrell-tyler — long-form on SEO, AI, and building in public.

// SPEAKING INQUIRIES

**Event date, format, audience size & location.**

// PRESS & INTERVIEWS

**Outlet, topic angle, deadline & format.**

// CONSULTING

**Business context, timeline & the outcome you're after.**