

DeAná Tyler

Senior Manager, Marketing & Engagement Platforms at Washington Commanders



Profile

DeAná Tyler has worked with the Washington Commanders for over a year. Her role in the organisation is to develop and execute programming around fan engagement activities. She represents two minorities by being a woman of color in the sports industry. She is aware of the politics involved with being a minority in her field and her goal is to make sure all demographics are represented. She has partnered with her organisations Diversity, Equity, & Inclusion, Community Relations, Alumni and Merchandise departments to ensure her goal of inclusivity is activated.

Experience

- Present - **Washington Commanders**
- 2021 - **Lamar University**
- 2019 - **Duke University**

In her current role as Senior Manager of Marketing and Engagement platforms where she executes marketing strategy and community engagement for the rebranding of the Washington Commanders.

She spent two years here as the Director of Athletic Development and Champions on Racial Equity. She achieved alot during her time here, including increasising engagements levels over 200% in the Athletic Fund digital media and social fan participation

Tyler spent almost 3 years at Duke as an Assistant Director then moved up to be an Athletics Assistant. In her first year here, she executed the first ever Duke vs. UNC giving challenge-raising \$40,000 in three weeks.

Background



**INSPIRE
CHANGEMAKER
AWARD HONORING**

Recieved this award as a NFL initiative that acknowledges an individual who is making a difference in their community with social justice work



**UNIVERSITY OF WEST
GEORGIA THRIVING
UNDER 30**

This award is an annual recognition of young alumni under the age of 30 who've made an impact in their career industry while representing the university well.



**PI ALPHA HONOR
FRATERNITY INC.**

She earned this award through the national PA honor society organized for the promotion and recognition of significant academic achievements and honors her for leadership, research and community service.