

DYLAN McNAMARA

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Brand and creative operator with four ventures built from zero across media, apparel, e-commerce, social impact, and AI. Full-stack: brand strategy, creative direction, content, graphic design, video production, and e-commerce, with AI as both craft and infrastructure.

EXPERIENCE

Connected · Founder & Creative Director 2024–Present

- Grew @connected.archive past 100,000 followers in a year with zero paid promotion and 75M+ views, building a faceless Instagram page on one philosophy and one voice; led strategy, curation, copy, and production across the archive and @live.connected.
- Created and launched Fruits of Life, an eight-piece collection built from community research and filmed interviews: brand world, product design, production, campaign creative and photography, Shopify e-commerce, fulfillment, and Meta advertising.
- Directed and produced a six-film AI-cinematic campaign series end to end, solo: concept, script, creative direction, and edit, on an original generative pipeline spanning a dozen AI platforms, delivering studio-grade production from a laptop.

Revelancy (revelancy.com) · Founder & Architect 2026 (parked)

- Founded an AI-search-visibility (AEO/GEO) agency for DTC e-commerce at the emergence of AI shopping. Designed and built the full operating system in two months: a five-platform diagnostic grounded in 300+ studies; the AI Visibility Blueprint, an original strategic framework sorting every competitive signal into one of six moves; implementation systems spanning on-site schema, AI product feeds, crawler access, and product content rebuilt for how models extract and cite; the Brand Authority Playbook, an evidence-ranked off-site system for publication, review, entity, video, and community authority; and complete go-to-market.
- Engineered two systems behind it. The Adaptive Research Engine, an always-on intelligence layer: twice-daily agentic scans, weekly synthesis, monthly deep-research cycles, every source tiered by rigor, every finding re-ranked as evidence shifts. And the delivery pipeline: AI executes every stage, browser automation and API integrations handle platform data capture, with every output clearing automated factual audits plus a full human review.

Synpact · Founder & Executive Producer 2021–2023

- Invented and produced Give & Game as a college senior: a charity festival that turned giving into a live team competition; 350+ attendees, 50+ tables hosted by student clubs and organizations, and \$20K+ raised for five Boston nonprofits.
- Ran the entire production: personally closed funding from a billionaire backer and Babson's president, and handled nonprofit partnerships, campus-wide marketing, vendor and facilities coordination, legal and liability, and day-of operations.
- Led a three-person production team in Synpact's early content era: directed cause-led films for shelters, veterans' organizations, and children's foundations end to end, from partner coordination through shooting and editing alongside the team.

A Bit Bruised · Marketing & Production Executive 2020–2021

- Led marketing and graphic design on the founding team of a student-run sustainable fashion brand fighting food waste: campaigns, social creative, and launch assets, with all profits donated to charity.

Dmacgrails · Founder & Operator 2016–2021

- Built a streetwear and sneaker e-commerce operation from age 14 into six figures in revenue: sourcing, pricing, marketing, and fulfillment for 1,000+ customers, with consignment placements, distribution partnerships, and a 7,000-member community.

EDUCATION

Babson College · B.S., Business Administration, magna cum laude May 2023

The Wall Street Journal's #2 college in America (2025 & 2026) · U.S. News' #1 undergraduate program for entrepreneurship (29 consecutive years) · Dean's List all semesters · Selected as one of 10 student CEOs for the Ultimate Entrepreneurial Challenge; led the winning team and earned Most Valuable Contributor · Babson Leadership Academy, 2021

SKILLS

Strategy: Brand & creative strategy · Organic growth & distribution · Campaign development · Search & AI visibility (SEO/AEO)

Craft: Creative direction · Graphic design · Short-form video & film production · Scriptwriting & sound design · Copywriting & editorial voice · Product & packaging design · Community building

AI Production: Art-directed generative image, video & audio across a dozen platforms · Style-reference systems (srefs, moodboards)

AI Systems: Agentic workflows & automation · Prompt & context engineering · MCP & APIs · Claude Code/Cowork/Skills, OpenClaw

Production & Commerce: Adobe Creative Suite · Shopify e-commerce · Email marketing & automation · Meta advertising

LEADERSHIP & COMMUNITY

Head Officer, Babson Cryptocurrency & Blockchain Club (2021–2023) · Founder & Director, Veterans Out-Reach Initiative (2018–2019)

Built and ran competitive gaming communities, growing memberships into the tens of thousands (2015–2020)

BEYOND WORK

Semi-professional Call of Duty player: top-16 national placement · 3-year varsity wrestling captain, 3x MVP · Weightlifting · Chess · Philosophy, consciousness & cosmology · Pizza enthusiast · Travel, hiking & the outdoors