

# TYLER MALUSH

## Marketing & Brand Strategist

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Chicago, IL

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**Portfolio:** tylermalushmedia.com

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### Summary

Versatile and results-driven marketing professional with over 5+ years of experience blending technical knowledge and creative strategy. Background includes immersive training in plastics engineering and global marketing leadership at Americhem, Inc. Proven ability to develop and execute data-driven marketing campaigns, translate complex technical concepts into compelling content, and lead global branding initiatives. Seeking to bring a unique mix of design expertise and technical insight to a mid-level marketing role in a new industry.

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### Experience

**Americhem, Inc.** — Cuyahoga Falls, OH

*January 2022 - Present*

#### **Global Marketing Specialist**

- Directed social media strategy and content planning, contributing to an 11% engagement rate and 20% audience growth YoY; also planned and executed integrated marketing campaigns across email, PR, partnerships, and targeted print/digital advertising.
- Led global marketing campaigns across core sectors: sustainability, healthcare, textiles, automotive, aerospace, and industrial.
- Partnered with R&D, sales, and product teams to produce technical and customer-facing collateral for a global rebrand across five business units.
- Designed multi-platform marketing assets in Adobe Creative Suite with consistent brand execution.
- Managed cross-functional efforts to build, update, and maintain web pages, aligning content strategy with brand goals and marketing initiatives.
- Coordinated logistics, vendors, and execution for major trade shows and conferences; led virtual webinars from concept to post-event follow-up.
- Developed and deployed custom GPTs to automate repetitive tasks, streamline internal workflows, and enhance content creation efficiency.

**Americhem, Inc.** — Cuyahoga Falls, OH

#### **Business Leadership Program:**

#### **Technical Service, Manufacturing, Sales Engineering**

*January 2020 - December 2021*

- Engineered polymer blends and compounds to meet mechanical, thermal, and regulatory requirements for specialized applications.
  - Provided technical application support and troubleshooting to optimize processing and end-use product performance.
  - Supported ERP system upgrades (Oracle) by inputting 1,000+ formulas, verifying test specifications, and maintaining bill of materials accuracy.
  - Managed 20+ client accounts, overseeing pricing, order logistics, and delivery follow-up to ensure service excellence.
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Education

Arizona State University

Bachelor of Science in Design, Graphic Design  
Summa Cum Laude | GPA: 4.0 | Graduated May 2025 | Tempe, AZ

The Pennsylvania State University

Bachelor of Science in Plastics Engineering Technology  
Graduated December 2019 | Erie, PA

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Skills

Strategic Marketing	Design & Creative Execution	Digital & Technical Skills
Integrated Marketing Campaigns	Adobe Creative Suite (Photoshop, Illustrator, InDesign)	Custom GPT Development & Automation
Global Brand Strategy Management	Multi-Platform Asset Design	Web Content Management (WordPress, Wix)
Social Media Strategy & Engagement	Visual Brand Consistency	SEO Awareness & Analytics Interpretation
B2B Content Strategy	Graphic Design for Print & Digital	Email Marketing Platforms (Mailchimp, HubSpot)
Trade Show & Event Marketing	Typography & Layout	Social Media Management
Customer-Facing Collateral	UI/UX Design Principles	Workflow Optimization (Asana, Notion, Trello)

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