

TYLER MALBOEUF

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EDUCATION

MFA Digital Media & Design

University of Connecticut | Expected May 2017

GPA: 3.74

BS Mechanical Engineering

University of Connecticut | May 2015

Concentration: Manufacturing and Design

GPA: 3.35

EXPERIENCE

AgencyX

Project Manager | August 2016-December 2016

- + Oversee and contribute to all facets of agency output including strategy and creative
- + Manage client needs and multi-channel campaign components including social media, email, video production, and direct mail
- + Lead social media campaign strategy, planning, and content development as well as coordinate pertaining ad buys

UConn Digital Media & Design

Graduate Assistant | August 2015-Present

- + In collaboration with faculty and students spanning fields of Molecular & Cellular Biology, Statistics, and Computer Science, develop visual assets and interactive experiences detailing the development of mouse embryos

UConn Basketball | Equipment Services

Assistant | October 2013-Present

- + Prepare, organize, and inventory Nike footwear, apparel, and equipment for elite NCAA Division 1 programs
- + Manage venue and event needs and provide in-game assistance to student-athletes and staff

IBM

Digital Media Intern | January 2015-May 2015

- + Develop marketing strategy and platform, along with corresponding design concepts that increase awareness and expand user base of the company's internal, employee-driven innovation system

PROJECTS

MBA Innovation Accelerator

August 2015-December 2015

- + Consult local startup by researching and presenting a go-to-market strategy

Schick-Wilkinson Sword

August 2014-May 2015

- + Lead team in exploring an area of opportunity and present appropriate solutions through market gap analysis, concept design, and rapid prototyping

ACTIVITIES

Creating Economic Opportunity

December 2012-May 2015

- + Contribute to product design, translating sketches/visualizations to 3D model representation and prototype
- + Assist in sourcing and prototype production by communicating and negotiating with potential manufacturers
- + Work cross-functionally in marketing and creative direction to introduce our endeavors to market

ConverseNation, Exclusive Communispace Online Community

Brand Adviser | July 2012-October 2014

- + Share ideas and interact to inspire Converse designers in shaping the future direction of the brand

SKILLS

- + Adobe Illustrator & Photoshop
- + Dassault Systemes SOLIDWORKS
- + MAXON Cinema4D
- + HTML & CSS
- + Hootsuite
- + Final Cut Pro
- + Product and Business Development
- + Digital Marketing

MARKETING + DESIGN + DEVELOPMENT