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| Tyler Lennox Bush, MA, MFA Project Manager, Technical Artist, Educator, Agile Leader | tylerbush@gmail.com • (219) 669-2835[LinkedIn](http://www.linkedin.com/in/tylerlennoxbush/) • Crown Point, IN 46307  |

Summary:

Highly innovative Classroom Instructor & Project Manager with extensive experience in strategic management of production and Adept developing concepts for compelling stories while overseeing diverse productions and leading cross-functional teams. Possesses strong technical skills in digital and traditional fabrication workflows. Committed to exceeding all business objectives and serving others.

Areas of Expertise ­

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| **Creative Production** * History of producing various original talk shows along with designing principles and production processes as well as maintaining inventory and various budgets.
* Demonstrated multifaceted theatre, design, TV, and film production experience preparing props and sets, setting up lights, stands, and other necessary equipment.
 | **Team Development & Leadership** * Well-versed in recruiting, training, mentoring, and leading diverse teams to ensure enhanced professional and creative development.
* Bringing exceptional coaching and interpersonal skills to inspire as well as organizational capabilities to provide superior service and innovative stories.
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| **Project & Budget Management** * Instrumental in steering successful completion of various key projects from inception completion within set time and budgetary constraints.
* Proven success establishing VFX Lab and developing robust brand, website, and communications strategies.
 | **Stakeholder Engagement** * Articulate and refined communicator with ability to establish strong professional relationships with all levels of management, creative teams, and stakeholders.
* Exceptional team leader with strong communication skills and an analytical and problem-solving aptitude.
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Selected Projects

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| **TEKTON Summer Media Camp, Program Director, Digital and Studio Arts,** Calumet College of St. Joseph – Whiting, IN * Led planning and launch for digital literacy and social justice media camp, secured an $800,000 Lilly Endowment Grant. Co-authored grant application, developed curriculum, program design, executed camp instruction, and trained student mentors.
 | **Old Hickory Whiskey, Art Director, and Brand Strategy,** Double Diamond Designs – Nashville, TN* Directed all aspects of major brand reinvention of Old Hickory Whiskey by developing illustrations, design projects, strategies, and innovations across portfolio of three whiskey products.
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# Career Experience

MECA Engineering Corporation of America – Gary, IN 2022 – Present

Project Manager of Marketing & Communications

Played a pivotal role in driving the marketing efforts of MECA Engineering and its subsidiary ICE Scaffolding. Utilizing my expertise in design and project management, I have successfully completed the re-brand of two existing identities from logo to Web development, promotional wearables, and implemented strategic marketing campaigns to promote the company's services and enhance brand awareness in new market. Through Agile development and creative design solutions, I have crafted engaging visual content for various marketing channels, including digital platforms, print materials, and presentations. Additionally, I established social accounts and authored a social strategy for both MECA & ICE. I took professional headshots of the executive teams, collaborated with cross-functional teams, managed project timelines, and ensured seamless execution of marketing initiatives. My contributions have significantly contributed to the company's growth and strengthened its position in the industry.

• Headed major brand reinvention of MECA Engineering & ICE Scaffolding by performing qualitative and quantitative marketing research, website audits of competitors, detailed design reviews, and trends for B2B Marketing in AEC Industry. Developing strategies to incorporate existing legacy designs with refreshed marketing collateral using Design Thinking and Agile Methods.

Project Management International - Calumet Chapter 2022 – Present

Executive Board Member, Vice President of Communications

Successfully promoted, organized, and fundraised for numerous networking and fundraising events, fostering strong connections, and recruiting new members within the professional community of South Chicago and Northwest Indiana. Played a pivotal role in new business development, establishing strategic relationships with key educational partnerships with Ivy Tech Community College & Purdue University to enhance the organization's reach and impact. Produced high-quality graphics for marketing materials, ensuring a visually compelling and consistent brand image across all social networks. Demonstrated expertise in event photography, capturing memorable moments and showcasing the organization's activities. Overseeing the curation and editing of the quarterly chapter newsletter, ensuring engaging content and timely distribution to members.

MECA Engineering Corporation of America – Gary, IN 2022 – Present

Project Manager of 3D Laser Scans & Point Clouds

Led and executed 3D scanning projects using Faro Scanners and Faro Scene software for precision field measurements and point cloud generation of Heavy Industrial environments and processes. Coordinated with company and Union representatives on shutdowns and strategically collaborated on maintaining OSHA safety protocols on Cranes and near Steel Producing. Conducted strategic field setup of targets for on-site scanning projects, ensuring precise data collection and optimal scan quality. Processed point cloud data for detailed 3D models in CAD and BIM workflows. Collaborated with cross-functional teams, provided technical support, and resolved scanning-related issues. Managed large file delivery to clients and maintained scan history archive.

* Executed complete field scan of the 84’ Pickle Mill at US Gary Works and created a Point Cloud of the severely compromised aging 150,000 sq/ft structure built in 1930, for highly detailed Structural Engineering inspection and repairs.
* Executed complete field scan of the #2 Caster for the retrofit of a Robotic Casting Arm at Steel Dynamics, Columbia City, IN. Prepared Point Clouds, packaged individual files, communicated, and coordinated the expediting all field metrology data with Lead Engineers in Robotics at BM GROUP POLYTEC S.p.A., in Chiese Italy.

Two in the Bush Productions, LLC – Los Angeles, CA 2020 – Present

Co-founder, Art Director, and Creative Producer

Serve in various capacities and roles on first pilot Zenroom, a yoga studio workplace comedy starring Cheri Oteri. Administer control over securing Chicago Film and TV Tax Credits by acquiring and enhancing modest production budget from private investors and strategic partnerships with Chicago Media Angels. Provide robust art direction on various key aspects, including branding, show bibles, pitch decks, merch, and title designs to facilitate overall project execution of within development pipeline. Uphold responsibility for securing strategic partners for back-end credits with Periscope Post and Audio and Camera Ambassador.

* Led production of Pilot Episode of Workplace Comedy; currently pitched to streaming services.

Calumet College of St. Joseph – Whiting, IN 2019 – 2022

Program Director of The Digital and Studio Arts

Steer management of all aspects of degree program within digital and studio arts program such as maintaining and upgrading program curricula, selecting appropriate technology, and developing and leading team of adjunct professors. Develop and regulate program budgets with an aim to drive major cost reductions. Led strategic management of productions TV Studio, Blackbox Theater, Video Editing Suite, and Design Lab. Perform various key tasks such as maintaining gear cage and inventory of all cameras and production gear as well as establishing and streamlining communications between Chicago media and film industry. Foster and retain long-term partnerships with business for student internships. Serve as member of marketing, mission, and general education committees as well as chair Annual Humanities Fest, while coordinating with guest speakers, overseeing media coverage, and producing all marketing collateral.

* Acted as key member of various committees, including Gen Ed committee, Marketing and Branding Committee, and Mission Committee during 2019 to 2022.
* Delivered exceptional leadership to up to four adjuncts a semester in theater, film, digital media, and fine art.
* Drove improvement in enrollment numbers with declared majors in department by 20% during the pandemic.
* Produced series of original talk shows and led development of Calumet Mediaworks as School’s TV station.
* Increased classroom quality by assessing and securing quality technologies, while instructing instructors.
* Demonstrated exceptional performance as chair of Humanities Fest 2019, 2020, and 2021.

Advent Real Estate Advisors, LLC – Crown Point, IN 2019 – 2020

Creative Director, Web Development and Brand Strategy

Led implementation of planning and development functions pertaining to branding and identity, communications strategy, marketing collateral, social network accounts, brochures, and websites, while managing creative budget. Provided oversight to tasks accomplished by creative team and partnered with executive and other creative leaders to establish project deadlines and content goals. Communicated with executives and key clients regarding project information, including deadlines and budgets. Hired and coached subcontractors and creative teams to enhance professional business development.

* Established complete brand, website, and communications strategy for Startup Commercial and Mixed-Use Real Estate Company, while managing branding various projects multiple companies.
* Project managed overall brand campaigns such as devising and recommending ideas for projects along with administering control over creation of creative content.

Double Diamond Designs – Nashville, TN 2017 – 2018

Art Director, Brand Strategy

Conducted historical research, planning, organizing, and executing updated identity consistent design principles and production processes through development of brand guidelines. Performed various key tasks such as planning advertisements, monitoring brand campaigns, revising presentations, and shaping overall brand standards.

• Headed major brand reinvention of Old Hickory Whiskey by developing illustrations, design projects, strategies, and innovations across portfolio of three whiskey products.

# Education & Credentials

Master of Fine Arts (MFA) Cinema Production & Screenwriting (2020)

DePaul University – Chicago, IL

Master of Arts (M.A.), Communications (2016)

Purdue University – Hammond, IN

Bachelor of Arts (B.A) in Fine Art, Speech, and Theatre (Magna cum laude – 1999)

Wabash College – Crawfordsville, IN

Certified Associate (CAPM) Project Management (Expected 2023)

Certiport - Virtual

Certificate in Architectural Drafting (Expected 2023)

Ivy Tech Community College – Valparaiso, IN

# Career Note

Graphic Designer, and Set Carpenter, Red Guerilla Entertainment, LLC – Chicago, IL (2021)

*Supervise artists and construction workers to facilitate in assessment of overall presentation of film production. Supported design, procurement, and fabrication of sets and props for Rhyann Lamar’s feature film North of the Ten.*

Graphic Designer and Content Creator, DePaul University School of Cinematic Arts – Chicago, IL (2017 – 2019)

*Developed branding, event design, and marketing collateral for The Courier 12 Screenwriting Conference for two consecutive years 2017 and 2018. Played an integral role in planning, implementation, and on-time completion of assigned projects.*

Brand Visual Merchandising Expert, J.C. Penney – Merrillville, IN (2012 – 2013)

*Contributed to seamless transition into new brand vision for a legacy brand, refurbished space through close collaboration with site supervisors, construction project managers, and JCP supervisors.*

# Teaching Experience

Assistant Professor of Art, Media, and Communications, Calumet College of St. Joseph – Whiting, IN (2019 – 2022)

Adjunct Instructor of Public Speaking and Workplace Communications, Ivy Tech Community College – Gary, IN (2017 – Present)

# Additional Experience

Scenic Carpenter Over hire, Chicago Scenic Studios – Chicago, IL | Site Supervisor and Construction Manager, Hecho Inc – New York, NY | Scenic Carpenter, The Atlantic Theatre Company – New York, NY | Runner, Production Assistant, and Scenic Carpenter, Curious Pictures – New York, NY | Banquet Bartender, Gamba Ristorante – Merrillville, IN | Food Server, Gamba Ristorante – Merrillville, IN | Bartender, The Fifty/50 – Chicago, IL | Food Server, Branch 27 – Chicago, IL | Bartender, The Stanton Social – New York, NY | Bartender, Joshua Tree – New York, NY | Bartender, Croxley Ales – New York, NY | Makerspace Design Instructor, Idea Realization Lab – DePaul | Teaching Artist, Residence, Lighthouse Charter Prep Academy | Instructor (Acting 1), Graduate Teaching Assistant, and Basic Course Instructor, Purdue University | Teaching Artist, Charter School of The Dunes | Teaching Artist, South Shore Arts | Teaching Artist, Crown Point Community School Corporation | Social Network Director/Writer, Shore Magazine/NWI Time | Membership Sales, Equinox Fitness Clubs | Marketing/PR Committee, Miller Beach Creative Arts District

# Certifications

Adobe - Certified Professional in Visual Design

Autodesk - Certified User in AutoCAD

ARRI - Large-Format Camera Systems

ARRI - Lighting Systems Control

Black Magic - Davinci Resolve Professional

PMI - Fundamentals of Waterfall Project Management

PMI - Fundamentals of Agile Project Management

Webflow - Web Development, Layout, & CMS

# Professional Development

**Construction Management**,New York University School of Continuing and Professional Studies – New York, NY | **Chicago Dramatists** – Chicago, IL | **The Actors Center** – New York, NY | Stella Adler Studio of Actin – New York, NY | **The Atlantic Theatre Company** Acting School –New York, NY | **The Second City** – Chicago, IL | **Acting Studio Chicago** – Chicago, IL | **Private Acting Coach**, Cullen Wheeler – New York, NY

# Awards

**Eugene Victor Debs Award**, Purdue University and United Steelworkers | **Most Outstanding Graduate Student**, Purdue University, Calumet | **Broadcast Education Association,** Festival of Arts, **2nd place**, National Screenwriting Competition | Wreck Beach Film festival, **Best Actor**, Vancouver, BC | **Magna Cum Laude**, Wabash College | **NCAA Academic All-American**, DIV III Wrestling

# Film/Theatre Highlights

**Zenroom (Art Director, Producer)** TwointheBush Productions, LA | **North of The Ten (Art Department) Red Guerilla Productions** – Chicago, IL | **Stuck (Production Designer)**, La Costa Theate – Chicago, IL | **You’re a Good Man Charlie Brown (Production Designer)**, La Costa Theater – Chicago, IL | **Little Shop of Horrors (Production Designer)**, La Costa Theater – Chicago, IL | **Soulfire Theatre (Production Designer)** – New York, NY | **True West (Actor)**, Soulfire Theatre – New York, NY | **The Night Heron (Set Carpenter)**, The Atlantic Theater Company – New York, NY | **Writer’s Block, (Set Carpenter)**, The Atlantic Theater Company – New York, NY | **How to Live with a Vegan Without Killing Them (Actor)** – Milwaukee, WI | **Curious Pictures** (Runner, Set Carpenter, Scenic Artist, Prop Builder) – New York, NY

# Affiliations

**Member**, DePaul Alumni Association (2020 – Present) | **Member**, National Academy of Television Arts and Sciences (2016 – Present) | **Member**, AIGA (2016 – Present) | **Member**, Purdue Alumni Association (2016 – Present) | **Member**, National Communication Association (2014 – Present) | **Member**, Broadcast Education Association (2014 – Present) | **Member**, Popular Culture Association (2014 – Present) | **Member**, Independent feature Project (2014 – Present) | Member, Sundance Institute (2014 – Present) | **Member**, Public Relations Society of America (2013 – Present) | **Member**, American Marketing Association (2010 – Present) | **Board of Directors**, Reilly C. Bush Memorial Foundation, Valparaiso, IN (2007 – 2015) | **Member**, Project Management Institute (2006 – Present) | Great Lakes Colleges Association (GLCA) New York Arts Fellow | **Member**, The National Association of Wabash Men (1999 – Present)

# Volunteer Experience

Judged Screenplays, Judge for the Festival of Arts, Faculty Screenwriting Competition, Broadcast Education Association - Las Vegas, NV (2019) | Judged Grant Applications for Arts related Community Projects, Judge for Community Arts Grants, Indiana Arts Commission – Indianapolis, IN (2018) | Implemented overall brand design, including promotional graphics, website, wayfinding, and event displays for physical space creating floor plans and models of event space demonstrating location of each element, Event Branding, Web Design, and Event Marketing, Broadcast Education Association Latin America – Mexico City, Mexico (2018) and Bogotá, Colombia (2022)