



TYE K. FUSSELL

CREATIVE DIRECTOR

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PROFILE

Tye is an award winning Creative / Art Director with a passion for strategy and big picture thinking. Over the past 20+ years he has learned to achieve success through all facets of marketing and advertising resulting in building many successful brands and subsequent campaigns for clients big and small. He can dig inside the head of any target audience, understanding their mindsets and their motivators. Throw in a good dose of respect and what you end up with is a brand advocate. Tye's work has been recognized in several awards shows and more importantly, it has consistently exceeded the expectations of his bosses and clients. Ultimately, Tye's mission is to create work that is smart, beautiful and above all, effective.

SOCIAL



[linkedin.com/in/tyefussell](https://www.linkedin.com/in/tyefussell)



[instagram.com/captain_fabulous_o_o](https://www.instagram.com/captain_fabulous_o_o)

EDUCATION

THE PORTFOLIO CENTER
Art Direction, Grad 1998

THE UNIVERSITY OF TENNESSEE
Communications / Advertising
Grad 1992

EXPERTISE

INTEGRATED CAMPAIGNS

UX/UI DESIGN

ART DIRECTION

MOBILE APPLICATIONS

COPYWRITING

SOCIAL MEDIA / EMAIL

BROADCAST / PRINT / OUTDOOR

PHOTOGRAPHY

BRANDING / IDENTITY

RELATIONSHIP MARKETING

LEADERSHIP

EXPERIENCE

OWNER, CREATIVE DIRECTOR

2015-Present

ADLAB, Austin, TX

Creative shepherd of a variety of national and global clients resulting in smart, relevant beautiful and effective marketing that excites people. Tye leads and develops B to B and B to C content and design for websites, mobile apps, lead gen form integration, social media campaigns, email campaigns, broadcast media, video content, motion graphics, print, newspaper and outdoor advertising, collateral pieces, direct mail, retail signage and trade show booth design, presentations, logos, branding and identity.

Clients: Ridecell, EZCORP, Mozido, Clearpath Global, Clearpath Alerts, vChain Analytics, RedScope, Red Canyon, Elliptic

CREATIVE DIRECTOR

2017-2018

Blue Anvil Marketing, Austin, TX

Hired to build and grow this small, but full-service education focused niche agency with offices in Austin and Phoenix. At the same time, Tye lead the creative team in both offices delivering unique new websites, landing pages social media campaigns (paid and organic), email campaigns, TV and radio spots, print and newspaper ads, poster design, direct mail, video production, event marketing, press releases and collateral pieces. Tye also managed several partnerships that include marketing agencies, PR firms, internal and external development teams and video production teams.

Clients: Woz U, Southern Careers Institute, DesTech, NAU, UOTP, NJIT, SCU

MORE EXPERIENCE

CREATIVE DIRECTOR
2014-2015

EZCORP, Austin, TX

Tye lead, built, grew and managed in-house advertising and design teams supporting all creative efforts for over 12 international retail, pawn and financial service brands as well as leading all internal corporate communications. Responsibilities included creatively shepherding each brand, directing, creating and developing strategy, creative direction, art direction and copywriting for ever-changing in-store promotional signage, collateral and graphics, out of store advertising (posters, newspaper, radio, DM, outdoor), websites, social media management, logo design, interior design and exterior store signage.

Brands: EZ PAWN, EZ MONEY, Value Pawn, Cash MAX, Cash Converters, Easy Pawn, Easy Cash Solutions, Premier Pawn, USA Pawn, Jerry's Pawn, maXit Pawn, Pawn Plus

PARTNER, EXECUTIVE CREATIVE DIRECTOR
2013-2014

Big Mental, Austin, TX

Lead agency design, UX and UI teams for mobile and responsive web app design and development.

Clients: John Deere, Easy Bee, Injection Scan, Island Benefits, BidStage Construction Network, Werd, Easy Street

PARTNER, CREATIVE DIRECTOR
2008-2013

Greenlight Brand Agents, Greensboro, NC

Leader of all things creative (Copywriting, Art Direction & Design), partner in everything else.

Clients: Eagle Physicians, Clearpath Global, Pest Management Inc., Victory Junction, Greensboro Radiology, Canopy Partners, Triad Internal Medicine Associates, Foster Friends of NC, Wake Forrest - Brenners Children's Hospital, TIMA Wellness

VP, ASSOCIATE CREATIVE DIRECTOR
2006-2008

CoyneBeahmShouse, Greensboro, NC

Tye managed a staff of eleven creatives while working with account team to discover strategy and planning for the entirety of online and offline (TV, radio, print, newspaper, DM) advertising & engagement/relationship marketing efforts for multi-million dollar consumer packaged goods brands.

Clients: Primo Water, Scotts Lawn Care, Hanes, Mt. Olive Pickles, Dupont, Doral, Southern States, Cheerwine, Belgard, American Snuff Co., The United Way

INSTRUCTOR
2003-2004

The Creative Circus, Atlanta, GA

Tye clutched young minds in his bare hands. And then he molded them.

ART DIRECTOR
1998-2003

J. Walter Thompson, New York, NY

Art direct, design and conceive print, outdoor and broadcast campaigns & collateral for some of the world's largest and most recognizable brands.

Clients: Lipton Iced Tea, Lipton Brisk, Listerine, Schick, Kelloggs, Bermuda Tourism, Smirnoff Vodka, Smirnoff Ice, Baileys Irish Cream, J&B Scotch, Merrill Lynch, Dominos, Sun Microsystems, Qwest, iPlanet

HOBBIES & INTERESTS

DESIGN

DOGS

PHOTOGRAPHY

FILM

LITERATURE

FATHERHOOD

THE ENNEAGRAM

MOTORCYCLES

TRAVEL

MUSIC

RECORD COLLECTING

MUSIC