



TYE K. FUSSELL

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Award-winning Creative Director with over 20 years of experience in strategy-driven marketing, branding, and advertising across digital and traditional platforms. I have built and led high-performing creative teams in agencies where I have worked, two I founded, and two client-side, in-house creative departments I helped establish. Recognized for delivering innovative, results-oriented campaigns that exceed expectations and elevate brand engagement. I have achieved this for recognizable global and national brands and will do the same for you.

PROFESSIONAL SKILLS

Branding, Brand Positioning, Web UX/UI, SEO, Brand and Marketing Strategy, Graphic Design, Video Production and Editing, Podcast Production, Traditional Advertising (Print, Broadcast, Direct Mail, Outdoor, Collateral), Learning Management Systems, Social Media Marketing, Search Engine Marketing, Content Creation, Mobile Apps, Leadership

TECHNICAL SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Acrobat, Microsoft Word, PowerPoint, Figma, Canva, Sketch, WordPress

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 03/1998

THE UNIVERSITY OF TENNESSEE

Bachelor of Science:
Communications / Advertising
Grad 05/1992

EXPERTISE

INTEGRATED CAMPAIGNS

UX/UI DESIGN

ART DIRECTION

MOBILE APPLICATIONS

COPYWRITING

SOCIAL MEDIA / EMAIL

BROADCAST / PRINT / OUTDOOR

PHOTOGRAPHY

BRANDING / IDENTITY

RELATIONSHIP MARKETING

LEADERSHIP

LEARNING MANAGEMENT SYSTEMS

EXPERIENCE

OWNER, EXECUTIVE CREATIVE DIRECTOR

02/2015–
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. I successfully lead and develop 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. Beyond that I have helped my clients grow and routinely exceed their KPIs. For success stories for the clients listed below, visit adlabllc.com/work/

Clients: Ridecell, EZCORP, Elliptic, World Systems Solutions, Clearpath Global, Clearpath EPM, CZG Marketing, Red Canyon, RedScope, Mozido, Mozido Payease, Thousand Petals Yoga, vChain Analytics, SEP Safety Institute, Automotive Solutions, Seva Learning, Newman

CREATIVE DIRECTOR

11/2017–
08/2018

Blue Anvil Marketing, Austin, TX

I was hired to build and grow this full-service education focused niche agency with offices in Austin and Phoenix. I successfully led and grew the creative team in both offices delivering stellar and 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. I 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, Northern Arizona University, University of the Potomac, New Jersey Institute of Technology, Southern California University

MORE EXPERIENCE

CREATIVE DIRECTOR
2014-2015

EZCORP, Austin, TX

I was brought in to lead, build, improve, grow and manage an in-house advertising and design team supporting all creative efforts for over 12 international retail, pawn and financial service brands as well as leading all internal corporate communications. Responsibilities included successfully shepherding creative for each brand, directing, creating and developing strategy, creative direction, art direction and copywriting for ever-evolving 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

**ART DIRECTOR,
COPYWRITER,
CREATIVE DIRECTOR**

06/2003-
05/2014

Freelance, New York City, Atlanta, Greensboro, Austin

Created winning strategy, creative campaigns and collateral for a wide range of clients employed through agencies as well as clients I managed myself.

Clients: Duracell, Nassau Coliseum, Avaya, HBO, The Cartoon Network, Budweiser Extra, Delta Apparel, Equity House, The Motion Institute, Miro's Garden, East Side Lounge, Denise Disharoon Contemporary Jewelry, Feed

**PARTNER,
EXECUTIVE
CREATIVE DIRECTOR**

06/2013-
01/2014

Big Mental, Austin, TX

Lead agency design, UX and UI teams for mobile and responsive web app design and development. I was able to drastically improve their creative products and keep their clients happy.

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

**PARTNER,
CREATIVE DIRECTOR**

11/2008-
08/2013

Greenlight Brand Agents, Greensboro, NC

Leader of all things creative (Copywriting, Art Direction & Design for print ads, newspaper ads, outdoor, UX/UI, brochures, direct mail, corporate identity, logo design, etc.) and 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**

03/2006-
11/2008

CoyneBeahmShouse, Greensboro, NC

Oversaw a team of 11 dynamic creatives driving innovative marketing strategies while working with account team to discover strategy and planning for the entirety of online and offline (web, 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
08/2003-
03/2004

The Creative Circus, Atlanta, GA

I clutched young minds in my bare hands, and then molded them via courses on concepting and broadcast creative.

ART DIRECTOR
08/1998-
08/2002

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
LITERATURE
TRAVEL

DOGS
METAPHYSICS
QUANTUM PHYSICS

PHOTOGRAPHY
THE ENNEAGRAM
CYCLING

FILM
MOTORCYCLES
RECORD COLLECTING