

# TYLER WELLS

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**Portfolio** | [www.tylerwellscreative.com](http://www.tylerwellscreative.com)

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Creative leader with 11+ years of experience building brands, leading cross-functional teams, and delivering integrated marketing campaigns across digital, social, web, email, print, and video. Managed teams of 20+ creatives while partnering with hundreds of clients across diverse industries. Combines strategic thinking, creative direction, and business acumen to drive measurable growth and customer engagement.

## COMPETENCIES

- Creative Direction • Art Direction • Brand Strategy • Leadership • Creative Operations • Project Management
- Marketing Strategy • Campaign Development • Client Relations • Stakeholder Management • UX/UI Design
- Email Marketing • Copywriting • Content Strategy • Photography • Motion Graphics • AI-Assisted Workflows

## EXPERIENCE

### **Tyler Wells Creative** | Design, Photography, Consultation

January 2017 - Current

- Developing branding, advertising, and graphics for dozens of local & national clients such as Scouting America
- Work as a brand ambassador generating hundreds of leads at cybersecurity conferences for Google Cloud Security
- Grew a specialized photography portfolio spanning portrait, real estate, and automotive projects, leveraging composition, lighting, and visual storytelling to create compelling brand and marketing assets

### **Squid X Media** | Art Director

June 2025 - Current

- Directing brand strategy and creative execution for 100+ SMB clients across multiple industries.
- Creating integrated ad campaigns that increased leads and acquisition by an average of 30-50% while maintaining brand consistency

### **Drive Social Media** | Associate Director of Design

January 2019 - June 2025 | **Awarded Best in Design 2021**

- Led, mentored, and performance-managed a team of 20 designers, copywriters, and creative specialists, improving collaboration, quality standards, and project delivery across hundreds of client engagements
- Directed creative strategy for 300+ client accounts, producing thousands of digital advertisements across Google, Meta, email, web, and traditional channels.
- Developed and launched 20+ visually compelling, user-friendly websites and client-focused email campaigns
- Pioneered AI-enabled creative workflows that streamlined production, enhanced collaboration, and improved operational efficiency

### **Big Time Advertising** | Lead Graphic Designer

May 2017 - October 2018

- Concepted and executed 150+ integrated campaigns across Google, Meta, and email channels
- Designed retail displays and point-of-purchase assets that increased sales and visibility across 150+ partner and dealer locations

### **UnderCover Truck Bed Covers** | Graphic Designer

May 2014 - March 2017

- Led 10 new product branding and packaging initiatives that elevated market presence and drove sales growth
- Developed quarterly integrated print and promotional campaigns that expanded brand awareness
- Created high-impact sales materials that supported domestic and international revenue growth

## EDUCATION

**Drury University** | 2009 - 2014

Bachelors of Design Arts | Minor in Global Communications