

TYLER WELLS

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Creative and marketing leader with 11+ years of experience developing brands, leading cross-functional teams, and driving digital, social, paid media, web, and integrated campaigns. Strategic and collaborative, with a focus on performance, storytelling, audience engagement, and creative that supports business growth.

COMPETENCIES

- Creative Direction • Art Direction • Visual Storytelling • Brand Strategy • Cross-Functional Leadership
- Account Management • Campaign Development • Paid Media Strategy • Stakeholder Management

TECHNOLOGIES

- Adobe Creative Suite • Figma • Google Ads / AdWords • HubSpot • Salesforce/ Taskray • AI / GPT Prompting

EXPERIENCE

Squid X Media | Art Director

June 2025 - Current

- Lead marketing and creative strategy for 25+ brands across digital, social, web, and paid media.
- Develop conversion-focused campaigns, messaging, and content to drive awareness and acquisition.
- Partner with business owners to align marketing initiatives with business goals and audience needs.
- Build scalable brand systems, landing pages, ads, and marketing assets using AI to streamline production.

Drive Social Media | Associate Director of Design

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

- Led and mentored a 20-person creative team supporting 300+ brands and marketing initiatives.
- Translated business goals, audience insights, and performance data into scalable campaign strategies.
- Directed paid advertising across social, email, web, and digital channels from concept through optimization.
- Presented strategic recommendations while managing competing priorities and high-volume workflows.

Big Time Advertising | Lead Graphic Designer

May 2017 - October 2018

- Led marketing initiatives for 100+ brands across digital, social, email, web, and print.
- Developed performance-focused campaigns supporting customer acquisition and growth.
- Created email campaigns, digital experiences, and promotional content.
- Partnered with account and client teams to turn business needs into marketing solutions.

UnderCover Truck Bed Covers | Graphic Designer

May 2014 - March 2017

- Developed integrated campaigns across digital, print, retail, promotional, and dealer channels.
- Created advertising, packaging, displays, signage, and sales materials supporting brand growth.
- Partnered with sales and dealer teams on product education and marketing initiatives.
- Managed multiple projects while maintaining consistent brand messaging across channels.

EDUCATION

Drury University | 2009 - 2013

Bachelors of Design Arts | Minor in Global Communications