

# TYLER ROSE

ART DIRECTOR – MARKETER – CREATIVE STRATEGIST



704.564.3769



hello@tylerrosecreative.com



www.tylerrosecreative.com

## EDUCATION

B.A. ENGLISH WRITING  
& FINE ARTS  
Appalachian State University  
2003 - 2007

CERTIFICATE,  
ART DIRECTION  
The Creative Circus  
2008 - 2010

## KEY SKILLS

Content Marketing

Art Direction and Design

Problem Solving

Project Management

Brand Development

Team Leadership

Content Development

Writing & Editing

User Research

## PROFESSIONAL PROFILE

Strategic creative and marketing professional with over ten years of experience in healthcare, financial investment, economic development and freelance work. Expertise in creative, team management, marketing strategy, account management and branding.

## EXPERIENCE

### PRINCIPAL

Tyler Rose Creative / Charlotte, NC / 2014 – Present

Provide freelance and contract creative services and other marketing related support for select clients. Services include marketing, design, research, writing and editing.

- Work with clients to create marketing strategies and materials
- Create brands, logos and related collateral materials
- Facilitate custom user research to elevate marketing and design strategy
- Create print, digital and web solutions to meet the individual needs of clients

### ART DIRECTOR


Charlotte Regional Business Alliance / Charlotte, NC / 2018 - 2022


Visual brand ambassador responsible for concept, design and production of marketing and communications materials and graphic identity vision. Lead designer for key projects and signature events.


- Oversee and enforce graphic brand standards, evaluating and updating the graphic identity as appropriate
- Work with internal and external vendors to evaluate design and print capabilities and graphic standards to ensure a quality, brand-specific product
- Help identify budget and time reducing practices in the production of brand materials
- Responsible for planning, design, production and trafficking of all internal and external communications materials
- Implement strategic marketing tactics such as user research, conversion funnels and personification
- Serve as the liaison for collateral designed and/or printed out-of-house, ensuring best price and quality

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 ktylerr@gmail.com

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## EXPERTISE

Adobe Creative Suite

Office 365 / iWork

Project Management Systems

WYSIWYG Coding

Team Management

## ACHIEVEMENTS

- Digital Marketing Circuit Certificate - General Assembly
- HTML/CSS Basics - How University
- Advanced Social Media Strategies - General Assembly, Atlanta
- Introduction to Marketing - Wharton Business School
- Google Analytics Basic

## INTERESTS

Art and Lettering

Journaling

Traveling

Video Games

Developing My Coding Skills

Cooking

## EXPERIENCE - CONTINUED -

### VISUAL DESIGN SPECIALIST

Horizon Investments / Charlotte, NC / 2017 - 2018

Provided strategic and creative services for the consulting team in support of marketing needs of multiple professional clients

- Reviewed new client business objectives and assisted in creating new and improved brand and collateral materials including website design or redesign as based on user research
- Maintained contact with existing clients and updated and refined brand and collateral material

### CAROLINAS HEALTHCARE SYSTEM (CURRENTLY ATRIUM HEALTH)

Manger, Creative Strategist / Charlotte, NC / 2015

Facilitated creative concepts and solutions in support of select internal clients

- Responsible for coordinating relationships between CHS marketing and several key entities within the CHS family
- Recognized for getting things done and for producing quality solutions

Manger, Art Direction / Charlotte, NC / 2012 - 2015

Managed a team of 6 award winning graphic designers producing a high volume of quality marketing collateral

- Ensured brand integrity among all internal stakeholders
- Key participant in repositioning the corporate brand and the creation of brand management program

Creative Editor / Charlotte, NC / 2011 - 2012

Worked with Digital Marketing Team to provide a meaningful web-relate consumer experience

- Responsible for quality of imagery, design, and brand integrity
- Assisted with the visual re-branding of the system-wide website
- Participated in high-priority projects, often as project lead