



Andy Tyler

CREATIVE DIRECTOR & COPYWRITER

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Area: Nashville, Tennessee

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Online Portfolio: www.andytyer.com

"I strive to bring awesomeness to every part of my little corner of the world."

EXPERIENCE

(Twenty-three years as a [marketing copywriter](#) — 11 of those years as a [creative director](#))

SENIOR CREATIVE DIRECTOR 2015 - 2020

Brookdale Senior Living

I led a staff of 21 creatives, account, and support staff. We created the marketing materials for all national corporate initiatives, as well as sales collateral and local marketing tactics for more than 1,000 Brookdale communities across the country.

VICE PRESIDENT CREATIVE 2013 - 2015

Catapult Marketing

I led a department of 13 creative professionals on the agency's two largest accounts: Mars® Petcare with such brands as Pedigree®, Iams®, Sheba®, Cesar® and Temptations® and Nutro® with its portfolio of all-natural pet foods and treats.

GROUP CREATIVE DIRECTOR 2006 - 2013

Saatchi & Saatchi X

I led a creative department consisting of approximately 30 creatives and was responsible for all Procter & Gamble brands sold in more than 3,600 Walmart stores. This body of work included in-store, out-of-store and digital tactics for approximately 26 brands, such as Tide®, Pantene®, Old Spice®, Pampers®, Febreze®, and Swiffer®, among others.

(Earlier work experience available upon request)

EDUCATION

MASTER of ARTS (EQUIVALENCY) 1995 - 1997

Portfolio Center
Atlanta, Georgia
Major: Copywriting

BACHELOR OF SCIENCE 1988 - 1992

University of Mississippi
Oxford, Mississippi
Major: Secondary Education

PROFESSIONAL ACTIVITIES

President
The C.A.R.E. Initiative

North Carolina Governor
American Advertising Federation – Third District

Judge
National Student Advertising Competition

President
American Advertising Federation – Ad Club of the Triad

AREAS OF EXPERTISE

Marketing
Traditional
Digital Display
SEO
Social
Shopper
Research
Content

Branding
Brand Strategy
Brand Development
Brand Voice

Creative
Copywriting
Creative Direction
Creative Leadership
Brainstorming
Dynamic Presentation

RANDOM ACTS OF AWESOMENESS

I designed a [creative leadership class](#) to help aspiring creatives make the leap into creative direction. Eight CDs and ACDs have graduated from the class, and all are actively serving as creative leaders in their respective agencies.



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ABOUT ME

During my 23-year career as a marketing copywriter — including 11 years as a creative director — I've built my career around developing creative professionals into high-functioning design and marketing teams in a variety of industries.

For example, I spent seven years leading and optimizing the creative departments assigned to such global brands as Tampax®, Old Spice®, and Gillette® (among many other P&G brands) as a creative director in an advertising agency setting.

I've spent the last four years as the senior creative director with Brookdale Senior Living, the largest senior living provider in the United States. I was hired to take a struggling in-house creative department — consisting of 21 writers, designers, account managers, and support staff — and develop it into an efficient, award-winning internal marketing agency.

This was no small task. When I first joined Brookdale in 2015, I was informed that my seven predecessors (over the course of the previous 3.5 years) had failed to do what I'd been hired to achieve. My success in this endeavor was due to my strongest ability: problem solving. Whether it's a business challenge or a personnel challenge, I'm hard-wired to figure out solutions.

Put simply, I'm addicted to the high of getting things done.

I invite you to peruse some of the marketing work my creative teams and I have developed over the years at www.andytyer.com.

And if I've piqued your interest and you'd like to get to know more about me, please listen to this [interview podcast](#) developed by the American Marketing Association.



Andy Tyer

CREATIVE DIRECTOR | COPY WRITER



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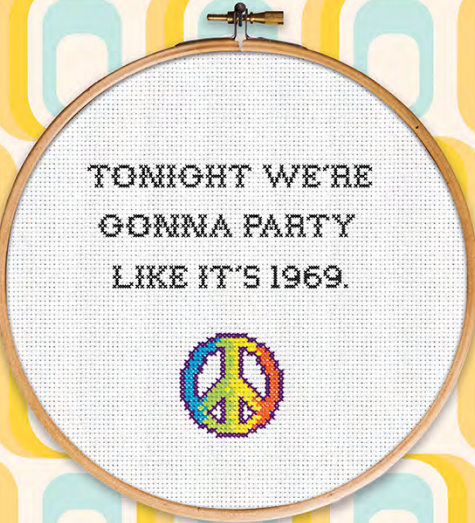
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