Thomas Prowell

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Summary

Deeply experienced in high tech, consumer packaged goods, luxury apparel/travel, finance, legal, healthcare.
Strategic-minded, storytelling creative director and copywriter who chases big ideas with impact.
Omnivorous conceptual thinker who can do it all – digital, social, print, video, experiential & event marketing.
Positive, principled servant leader and coach fueled by building relationships and mentoring others.
StrengthsFinder 2.0 says my skills are Adaptability, Ideation, Input, Learning, and Strategy.

Experience

Freelance Gun-for-Hire | Seattle & Tacoma WA | Ongoing
Creative Director, Copywriter, Content Strategist

- I've created high-impact work for big-name brands like Amazon, Anastasia Beverly Hills, Chateau Ste. Michelle, e.l.f., Microsoft, Pepsi, Reign FC, Samsonite, Sounders FC, Starbucks, Target, Tillamook, T-Mobile, and Yanmar. And I've had the pleasure to contract with great agencies and design shops like efelle, Elva, Hornall Anderson (now Sid Lee), JayRay, M Agency, MomentumABM, POP, Razorfish, Revel, and Tether.

Axon | Seattle WA & Scottsdale AZ | Apr 2020 - Nov 2021
Associate Creative Director

- Axon is the high-tech public safety company behind TASER energy devices, police body cameras, and other tools of law enforcement. After George Floyd's murder, my largest responsibility was leading the in-house video team. We looked for common ground between communities and cops with stories of promoting justice and protecting life – a delicate but important task. I also worked on emerging media like VR and other super-cool experiential / tradeshow projects.

Cutter & Buck | Seattle WA | Jun 2018 - Jul 2019
Associate Director, Content & Customer Strategy

- At this athletic apparel brand, I was responsible for B2B and D2C content across all media: print, web, email, blog, social media, and tradeshow. I drove a 140% increase in year-over-year revenue in the direct-to-consumer email channel with improved creative and implementation of A/B testing and tracking metrics.

Amp Agency | Seattle WA | Apr 2017 - Jun 2018
Associate Creative Director

- Amp's Seattle office specializes in experiential pop-ups and digital advertising. As ACD, I worked collaboratively with designers and producers on projects for Southwest Airlines, Amazon, Levi Strauss & Co., and Delta Dental of Washington. I championed the introduction of user-centered, data-driven design thinking processes, introducing research, metrics, and KPIs to generate better results for our clients.

Tommy Bahama | Seattle WA | Nov 2013 - Jan 2017
Editorial Director (2016 - 2017); Associate Creative Director (2013 - 2016)

- Tommy Bahama is a complete lifestyle brand with a mission to "Make Life One Long Weekend" – famous for its apparel, but also known for its home goods and restaurants. I was responsible for the conception and creation of all seasonal campaigns, leading teams of writers and designers working all marketing channels including printed catalogs, direct response mailers, product packaging, retail signage, digital advertising, email, and website.

Starbucks | Seattle WA | Jul 2002 - May 2013
Digital Creative Manager (2008 - 2013); Print Creative Manager (2006 - 2008); Senior Copywriter (2002 - 2006)

- As digital creative manager, I developed a program for ongoing story-driven social video content, overseeing production from initial concept, vendor negotiation, location/studio filming, and final edit. I also led UX taxonomy and content development for the redesign of Starbucks.com.
- As print creative manager, I invented the product naming process (including research, positioning, legal review, and alignment with internal stakeholders) that came up with Starbucks VIA instant coffee, Chantico drinking chocolate, and other new brands. I was also responsible for guiding outside partners like Wieden+Kennedy, Pepsi, Kraft, and Hershey's on Starbucks brand voice and creative standards.
- As senior copywriter, I led one of Starbucks most recognizable and inspiring brand programs: "The Way I See It" quotes on the cups, which earned national media coverage and billions of customer impressions. I was named Starbucks "Marketer of the Year" for this work in 2005.

Education

University of Oregon | Eugene OR
Bachelor of Science in Journalism

- National Merit Scholar, editor-in-chief of *Oregon Daily Emerald* student newspaper

Teaching

School of Visual Concepts | Seattle WA
Paid Instructor

- From time to time, I mentor young writers and teach content/copywriting classes at Seattle's legendary advertising and design school.

Expertise

- Software: Microsoft Office Suite (Excel, PowerPoint, Word), Adobe Creative Suite (Acrobat, Illustrator)
- Social Media: Facebook, Instagram, LinkedIn, TikTok, X / Twitter, BlueSky
- Editorial Style Standards: AP, Chicago

Interests

- I like to challenge myself and learn new things. My quarantine hobby was teaching myself Spanish on Duolingo.
- I'm a published game designer and total boardgaming nerd. If you host a game night I will be there.
- I'm a former youth soccer coach. That was easily one of the best things I've done in my life, both personally and professionally. If you can keep 20 girls, 40 parents, and one ref happy, then you've learned useful skills.
- I'm an obsessive movie and music buff who's always exploring unfamiliar genres and finding new discoveries. I keep a spreadsheet of every album I've listened to since 2013.

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