

WORK EXPERIENCE

FOCUS BRANDS, IN-HOUSE AGENCY – *Executive Creative Director, '21 to Present*

- Creative leader for seven multinational restaurant brands with \$5.5B annual revenue.
- Spearheaded vision, purpose, reorg, and ways of working for a first-ever, in-house ad agency.
- Displaced expensive outside agencies, like Preacher, while improving creative product.
- Responsibilities include developing brand positioning, creative strategies, and full-funnel, world-class creative campaigns across paid, earned, and owned channels.
- Recruited & managed an FTE and freelance team of 65 people.
- Functioning as a player/coach, making the creative work and managing it.
- Raised the standard of creative excellence while lowering the department attrition rate by 77%.
- CEO quote, "Creative is now a source of pride in this company".

MORRISON, INDEPENDENT AD AGENCY – *Chief Creative Officer, '13 to '21*

- Integrated traditional and digital marketing practices so, for the first time, all disciplines could work together in harmony.
- B2C & B2B brands included Samsung, Mitsubishi, RaceTrac Convenience Stores, Good2Grow Beverages, Palmetto Dunes Resort, Cadence Bank & Sealed Air Food Packaging.
- Launched Samsung appliances into the home builder market with a campaign that helped generate \$1B in sales quotes in the first 18 months.

MODEA, DIGITAL AD AGENCY – *Executive Creative Director, '11 to '13*

- Provided creative leadership to help enterprise web & app agency expand its capabilities to include full-funnel marketing campaigns.
- Results included the agency's first-ever advertising AOR agreement with nTelos Wireless. We won assignments from Riunite Wines, Estee Lauder, and Ermenegildo Zegna. We created Modea's first fully integrated campaign for Vitruve, a B2B social media platform.

BBDO, GLOBAL AD AGENCY NETWORK – *SVP Executive Creative Director, '94 to '11*

- Advanced from Art Director to Executive Creative Director.
- Created and guided award-winning B2C and B2B campaigns for a wide range of regional, national, and global brands– including multiple Fortune 500 companies like AT&T, Capitol One, and Delta Airlines.
- Served on BBDO Atlanta Board of Directors.

SKILLS

Creative Vision & Leadership / B2C & B2B Expertise / Full Funnel Marketing Strategy / Building Brands & Driving Traffic / Brand Positioning / Consumer Insights / Creative Strategy / Brand Design & Storytelling / Integrated Campaign Execution Across Paid, Earned & Owned Channels / Team Building / Servant Leadership / Improving In-House Capabilities & Ways of Working / Resource & Budget Management / Presentations / Relationships / Partnerships

INDUSTRY EXPERIENCE

Airlines / Apparel / Automotive / Consumer Electronics / CPG / Financial Services / Food & Beverage Healthcare / Home Goods / Higher Education / Mobile / Restaurant / Retail / Supply Chain / SaaS Energy Industry / Non-profit / Travel & Leisure

CREATIVE AWARDS

One Show / Communication Arts / FWA's / National Gold Effie / D&AD / Archive / Clios / New York Art Directors / Addy's Best of Show

EDUCATION

California State University, Long Beach, BFA, Visual Communication

CONTACT

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