



KYLE LEWIS | CREATIVE EXECUTIVE & BRAND BUILDER & IN-HOUSE INNOVATOR

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SUMMARY

Dynamic and award-winning Executive Creative Director with 25+ years of experience leading global, regional, and local brand initiatives. Proven track record of building high-performing in-house agencies, transforming creative cultures, and delivering full-funnel marketing campaigns that drive measurable business results. Skilled at scaling large teams and working hands-on with start-ups. Expert in brand strategy, consumer insights, and integrated campaigns across paid, owned, and earned channels. Passionate about growing creative teams and business impact in equal measure.

RECENT ACCOMPLISHMENTS

- o Built a 65+ person in-house agency for seven global brands, eliminating 95% of outside agency spend, impacting EBITDA gains, and saving \$1M+ in Year 1.
- o Reduced attrition by 77% while raising creative standards and increasing cross-functional collaboration.
- o Led award-winning work recognized by Ad Age, National ADDYs, AMA, IHAF, Effies, and more.
- o Drove 3.5M+ organic views on TikTok for a single campaign through viral brand engagement.

IN-HOUSE EXPERIENCE

Go To Foods (In-House Creative Agency) – *Executive Creative Director, 2021 – Present*

Multi-brand portfolio, \$5.5B annual revenue

- o Founded and scaled the company's first internal creative agency supporting seven multinational restaurant brands.
- o Directed vision, org structure, operations, and creative standards from the ground up.
- o Built a hybrid team of 65+ full-time and freelance creatives.
- o Elevated creative output and brand storytelling, leading to multiple national accolades.
- o Drove business impact, including EBITDA gains and significant cost savings.
- o Delivered standout campaigns, including a viral TikTok activation (3.5M+ views).

AGENCY EXPERIENCE

Morrison (Independent Ad Agency) – *Chief Creative Officer, 2013 – 2021*

- o Reorganized creative structure to unify digital and traditional teams.
- o Oversaw B2C & B2B campaigns for Samsung, Mitsubishi, RaceTrac, Good2Grow, and more.
- o Launched Samsung appliances into the homebuilder space, driving \$1B in sales pipeline.
- o Directed brand strategy, concepting, and execution across all channels.

Modea (Digital Agency) – *Executive Creative Director, 2011 – 2013*

- o Expanded digital shop into full-service integrated marketing.
- o Won AOR status with nTelos Wireless, plus new accounts including Riunite Wines and Estée Lauder.
- o Created Modea's first integrated campaign for Vitruve, a B2B social media platform.

BBDO (Global Network) – *SVP, Executive Creative Director, 1994 – 2011*

- o Rose from Art Director to SVP/ECD, leading campaigns for AT&T, Capital One, Bayer, Delta, and more.
- o Oversaw multimillion-dollar budgets and cross-functional teams.
- o Served on BBDO Atlanta Board of Directors.

WORKPLACE PERSONA

Player | Coach | Collaborator | Change Maker | Servant Leader

SKILLS

Creative Strategy & Leadership | Consumer Insights | Brand Positioning & Guidelines | Full-Funnel Campaigns | In-House Agency Development | B2B & B2C Marketing | Team & Culture Building | Integrated Media Execution | Budget & Resource Management | Adobe Creative Cloud | Microsoft 365 | Google Suite | AI Tools & Emerging Practices

CATEGORY EXPERIENCE

Airlines | Automotive | CPG | Consumer Electronics | Financial Services | Food & Beverage | Gaming | Healthcare | Home Goods | Restaurants | Retail | SaaS | Travel & Leisure | Non-Profit | Higher Ed | Apparel | Professional Sports | Supply Chain | Energy Industry

AWARDS

One Show | Communication Arts | FWA | National Gold Effie | National Gold ADDY | D&AD | Archive | Clio | ADDY's Best of Show | IHAF | AMA Best of Show | New York Art Directors Club

EDUCATION

California State University, Long Beach | *BFA, Visual Communication*