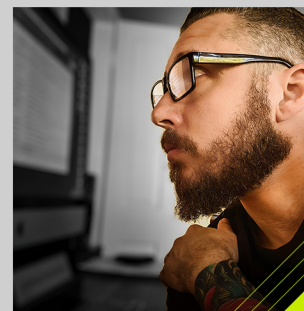


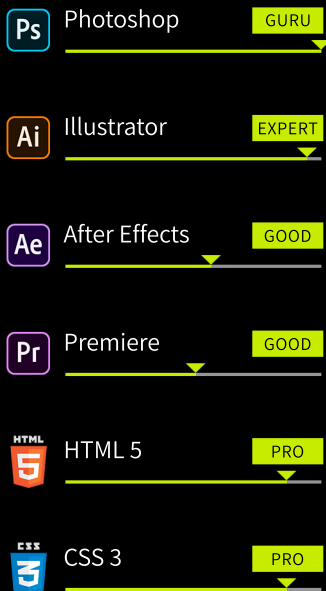
TYLER DAVIS

ART DIRECTOR / GRAPHIC DESIGNER



Art Director / Graphic Designer with over **10 years of experience** overseeing creative teams with an emphasis in marketing. I create **high converting online marketing campaigns** at local and global levels. My biggest design strength is my ability to understand diverse end-user perspectives to **overcome conversion obstacles**.

SKILLS



EXPERTISE

- + Web Design
- + UI/UX Design
- + Landing Pages
- + Online Marketing
- + Copywriting
- + Print Media
- + Package Design

CONTACT

(818) 815-1504
tyler@evolm.com

EXPERIENCE

Freelance Design and Marketing

Freelance (2020 - Present)

Notable Accomplishments:

- + Created branding and advertising campaigns across a wide range of industries
- + Added value by influencing clients to pursue ideas that increased their revenue
- + Resolved challenging e-commerce issues for clients in the cannabis space

Art Director

Seek Capital (2015 - 2020)

Notable Accomplishments:

- + Created corporate logo and an in-depth brand style guide for partners and vendors
- + Established high conversion rate benchmark of 28% for online campaigns
- + Improved and optimized ad campaigns, lowering CPA by 75%

Creative Director

Breakthrough Ads (2011 - 2015)

Notable Accomplishments:

- + Developed a client campaign resulting in a conversion rate increase of 103%
- + Trained, managed and mentored a team of up to 7 designers and developers
- + Developed campaigns for iHeartRadio, UGGs, Sears, The Iconic and Justin Bieber

Art Director

Encore Ads (2010 - 2011)

Notable Accomplishments:

- + Promoted to Art Director six weeks after being hired as mid-level graphic designer
- + Developed a landing page that generated \$175,000 in revenue over 4 months
- + Redesigned multiple landing pages for compliance with processor requirements

Graphic Designer

Grow Vision (2008 - 2010)

Notable Accomplishments:

- + Created social media content for a variety of brands and entertainers
- + Redesigned corporate website showcasing high profile entertainment projects
- + Collaborated on projects for Disney, Paramount, Interscope, Geffen, and Taco Bell

Creative Director

Bitemark Records (2006 - 2008)

Notable Accomplishments:

- + Designed album art for over a dozen albums from initial concept to print
- + Successfully launched social media campaigns for multiple musical acts
- + Shot and edited photos and music videos for multiple musical acts