

Tyrone B. Randall

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CAREER OVERVIEW:

“Keeper of the Brand” as *Creative Director, Project Manager* and *Designer* in the fields of Marketing and Advertising. Spearheaded and managed multi-media global branding initiatives, that included the development of an international “retail and graphic design” marketing standards guide for *TD Waterhouse Investor Services, Inc.* (now *TD Ameritrade*). Accomplished in developing full-service design studios. Specialized in vendor and third-party agency negotiation of contracts and agreements. Formed departmental “best practice and procedures,” along with the assessment and hiring of talent. Expert in the print and production processes. Experienced with front and back-end web development. Developed curriculum and taught a variety of graphic design classes. Exemplary staff supervisory experience.

CAREER HIGHLIGHT(S):

During my tenure at *TD Waterhouse Investor Services, Inc.* (now *TD Ameritrade*), received two rank departmental promotions in a one year period to *Vice President of Creative Services, Marketing*. In addition, through marketing initiatives, we added 60,000 new accounts per month, that was targeted for 50,000 new accounts per month. The year ended with surpassing Marketing’s goal, by adding 1.1 million new accounts through creative marketing solutions.

CREATIVE PROFICIENCY:

Marketing and Advertising Campaign Strategy/Analysis • Copywriting • Proofreading • Photo Art Direction
• Graphic Illustration • Website Development

SOFTWARE(S):

Adobe Creative Suite • *Microsoft Suite* • *QuarkXpress* • Preflight Software

PROFESSIONAL EXPERIENCE: (condensed)

Creative X, Inc.

Title: *Chief Creative Officer, Marketing* • **Type:** Creative Services • **Date(s):** Present

- Lead initiatives in creating a start-up creative services company that provides graphic design, marketing and strategic planning.
- Extensive client contact and client acquisition/retention marketing efforts.
- Prepare “look and feel” of all *Creative X, Inc.* promotional materials which includes ads, posters, brochures, trade show booths, logos, stationery, marketing kits, magazines and website development.
- Develop original copy, text and art for nonprofit organizations, start-up ventures, publishers, small businesses and corporations.
- Art direction and supervision of web designers, designers, copywriters and production artists.
- Traffic production of electronic mechanicals, while attending pre-press and press runs.
- Coordinate project particulars, such as text, photography, illustration and talent.

TD Waterhouse Investor Services, Inc. (now *TD Ameritrade*)

Title: *Vice President of Creative Services, Marketing* • **Type:** Financial • **Date(s):** 1998 • 2002

- Spearheaded and implemented national “advertising and marketing” campaigns.
- High-volume daily editing and tracking of day-to-day operations of studio conceptual artwork and electronic production.
- Performed “hands-on” creative initiatives that included direct mail, brochures, posters, advertisement (magazine/newspaper), kiosks, POP, newsletters and web design, etc., for sports marketing, third-party advertising vendors and in-house support.
- Extensive art direction and supervision of art directors, photographers, illustrators, copywriters, production artists, web designers and IT staff.
- Managed local, national and international branding campaigns.
- Executed employee training/hiring of designers, production artists and copywriters.
- Supervised up to 20 direct reports daily studio operations, that supported over 30 product and retail project managers and executive level management.

- Implemented strategic co-branding efforts with in profile companies; such as *AOL, American Airlines, Goldman Sachs, VISA, AT&T* and *Tokyo-Mitsubishi*.
- Managed print, production and traffic of advertising; 3-Dimensional displays for trade show booths used at sport marketing and career events; and billboards for indoor/outdoor signage.
- Co-managed \$50 million departmental project budget, for advertisements, collateral print and staff.

Noted Branding Campaigns: *You're In Control* and *How easy is this*.

Q&A Marketing, Inc.

Title: *Contract Creative Director*

Type: Entertainment • **Date(s):** 1994 • 1998

Caliber Design, Inc.

Title: *Senior Art Director, Book Design*

Type: Publishing • **Date(s):** 1993 • 1994

Macmillan Publishing, Inc.

Title: *Contract Art Director, Book Design*

Type: Publishing • **Date(s):** 1992 • 1993

Lang Communications, Inc.

Title: *Corporate Promotion Art Director, Publication*

Type: (*Five*) Magazine(s) • **Date(s):** 1989 • 1992

Inter-Continental Hotels Corporation

Title: *Contract Art Director, Graphic Design*

Type: Corporate • **Date(s):** 1987 • 1988

Gower Medical Publishing

Title: *Senior Book Designer, Graphic Design*

Type: Corporate • **Date(s):** 1985 • 1987

DEPARTMENTAL ACHIEVEMENT(S):

- *Phoenix Color Award for Print Excellence*
- *Macmillan Book Design Award of Excellence*
- *H.E. O.P. Award for Outstanding Mentorship*
- *ICH Award for Design Excellence*

PROFESSIONAL AFFILIATIONS:

- *Communication Arts*
- *Digital Media Group*
- **FOLIO:** *MediaPRO -- Magazine & eMedia Publishing Professionals*
- *Full Circle - Paper + Print + Design*
- **Black Creatives:** *The Premier Network for Multicultural Talent*
- **NJ CAMA -** *New Jersey Communications, Advertising & Marketing Association*
- *Advertising Freelance Group*
- *Art Directors Club of New York*
- *Museum of Metropolitan Art*
- *Harlem Arts Alliance Association*
- *National Alliance of Market Developers, Inc.*
- *Parsons The New School of Design Alumni Association*
- *Art and Design Alumni Association*

HONORS AND AWARD(S):

- **2011 Candidate Board Member:** *Boys and Girls Club of Harlem*; **Candidate:** 2011 Induction in *Cambridge Who's Who®*; 2010 *Princeton Who's Who®*; 2010 *Stanford Who's Who®*; Inclusion in the 2009 Hardcover Book Edition of *Who's Who In Black New York®*
- NAPFA Award for "Most Recognizable Advertisement"
Product: *VEO - Institutional Services Sector*

SPECIALTIES:

Marketing, Advertising, Art Instruction and Curriculum Development, Graphic Design, Web Development, Typography, Print Production, Copywriting, Project Management, Studio Management and Web Navigation

TEACHING EXPERIENCE:

New York City College of Technology

Title: *Adjunct Professor & Lecturer*

Date(s): 2004

Parsons The New School of Design/ New School for Social Research

Title: *Associate Professor*

Date(s): 1989 • 1998 (*non-continuous*)

Pratt Institute

Title: *Associate Professor*

Date(s): 1995 • 1997

EDUCATION:

Parsons The New School of Design

Major: *Communication Design* • **Minor:** *Art History*

Awarded: *Bachelor of Fine Arts*

Date: May 1986