

Jason Tyree

CREATIVE DIRECTOR • BRAND STRATEGY • CREATIVE OPERATIONS

jason@jasontyree.com | jasontyree.com/portfolio | linkedin.com/in/thejasontyree | Richmond, VA

EXECUTIVE PROFILE

Creative leader with 20+ years of experience building brands, leading creative operations, and aligning cross-functional teams around strategic business objectives.

Experienced guiding creative initiatives across print, digital, ecommerce, direct mail, branding, and organizational communications. Trusted by executive leadership to bring clarity, structure, and momentum to complex environments while translating business priorities into meaningful customer, employee, and brand experiences.

Known for combining creative vision with operational discipline, helping organizations strengthen brand consistency, improve workflow efficiency, develop high-performing teams, and execute initiatives that advance both business goals and organizational culture.

SELECTED LEADERSHIP HIGHLIGHTS

- Led company-wide brand refresh, aligning visual identity, messaging, tone, voice, and brand standards across channels and departments, resulting in greater consistency across customer-facing communications.
- Co-led development and rollout of organizational brand values that strengthened company culture and team alignment.
- Guided creative operations through significant organizational restructuring while maintaining brand consistency and execution quality.
- Implemented AI-assisted creative workflows that expanded team capacity and improved operational efficiency.
- Built and maintained brand standards, creative systems, and processes supporting multiple departments and stakeholders.
- Managed and mentored designers, writers, photographers, videographers, freelancers, and creative partners throughout career progression.

AREAS OF EXPERTISE

- **Creative Leadership:** Creative Direction • Team Development • Art Direction • Mentorship • Talent Development
- **Brand Strategy:** Brand Governance • Identity Development • Messaging Architecture
- **Creative Operations:** Workflow Optimization • Process Improvement • Resource Planning • AI Workflow Integration
- **Executive & Stakeholder Partnerships:** Cross-Functional Alignment • Vendor Management • Strategic Alignment

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PROFESSIONAL EXPERIENCE

Journey Health & Lifestyle

Richmond, VA

Senior Creative Manager

Sept 2018 – Present

Lead creative strategy, operations, and execution across national print, direct mail, ecommerce, digital marketing, and B2B initiatives supporting multiple brands within the senior lifestyle and mobility market.

Key Contributions

- Direct creative initiatives supporting national marketing campaigns, ecommerce growth, customer acquisition, and sales enablement.
- Led company-wide brand refresh, aligning visual identity, messaging, tone, voice, and brand standards across channels and departments.
- Partner closely with executive leadership and stakeholders across marketing, sales, ecommerce, merchandising, and operations to align creative priorities with broader organizational objectives.
- Oversee creative operations utilizing Asana, Canto, and AI-enabled workflows to improve visibility, efficiency, and scalability.
- Mentor junior creatives through coaching, creative direction, feedback, and professional development.
- Coordinate external vendors, photographers, videographers, agencies, and production partners to ensure quality and consistency.
- Help maintain operational clarity and creative momentum during periods of organizational change and restructuring.

Tyree House

Midlothian, VA

Founder & Creative Director

Mar 2013 – Present

Founded a creative consultancy focused on helping organizations communicate with clarity, consistency, and purpose through brand strategy, creative direction, and digital experiences.

Key Contributions

- Lead brand strategy, positioning, messaging development, and identity systems for businesses, nonprofits, and entrepreneurs.
- Direct client engagements from discovery and strategic planning through execution and delivery.
- Manage project scope, budgets, timelines, vendor relationships, and stakeholder communication.
- Develop websites, brand systems, and communication frameworks designed to support long-term organizational growth.
- Build lasting client relationships through strategic partnership and consultative leadership.

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PROFESSIONAL EXPERIENCE

The Auto Platform

Richmond, VA

Digital Creative Manager

Dec 2013 – July 2018

- Led print and digital campaign development for national automotive retail clients.
- Directed creative execution across web, social, print, presentation, and sales channels.
- Partnered directly with clients to align creative solutions with business goals and marketing objectives.
- Coordinated production across vendors, account teams, and creative stakeholders to ensure quality and on-time delivery.

ADDITIONAL LEADERSHIP EXPERIENCE

Additional leadership experience spanning media, technology, nonprofit, and agency environments with responsibilities in branding, marketing communications, creative direction, production management, and organizational storytelling.

Urban Tulsa Weekly | Creative Director / Production Manager

Trak-1 Technology | Brand Manager

2012 - 2013

Transformation Church | Art Director

2011- 2012

Higher Impact Designs | Graphic Designer

2009 - 2010

2005 - 2008

EDUCATION

Oral Roberts University

Bachelor of Science, Graphic Design