

experience.

TJ Wells
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Ogilvy NY

Lead Creative, Art, Apr. 2024 - Current

Clients: Nestlé USA (Over 20 brands)

- Manage group of designers across the US and South America for the top global production studio for Ogilvy x Nestlé.
- Create all digital and social content for Nestlé brands, in addition to print, POS, and key visuals.
- Develop campaign extensions and experiential ideas with international Ogilvy offices.

Movement Strategy

Associate Creative Director, Sept. 2023 - Apr. 2024

Clients: Spotify, Amazon Fresh, Intuit, New Business Lead

- Led a team of 10+ copywriters and graphic designers.
- Conceived and created all social (Instagram, TikTok, and Facebook) content for seven clients.
- Creative Lead for new business pitches, including major wins for clients like Spotify Podcasts and Audiobooks.

Senior Art Director, Nov. 2020 - Sept. 2023

Clients: Klarna, TruTV, Amazon Fresh, Universal Studios

- Amassed over 1MM+ followers for Impractical Jokers in one month on their TikTok launch.
- Directed Klarna YouTube series with Bretman Rock, amassing over 4MM views.

VaynerMedia

Art Director, Sept. 2018 - Nov. 2020

Clients: Captain Morgan, Bulleit, Don Julio, Rumble Minze

- Created and produced campaigns and content from ideation through post-production, through a social-first lens.
- Managed all photo and video shoots for social content.

Publicis

Art Direction Intern, Jun. 2018 - Aug. 2018

education.

Syracuse University,
S.I. Newhouse School of Public Communications
2013 - 2017

Major: Creative Advertising

