

JENNIFER TUEL

CREATIVE DIRECTOR | BRAND STRATEGY | ART DIRECTION

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Creative Director and brand builder with 20+ years of experience turning strategy into meaningful creative rooted in human truth. Agency, in-house, and independent leadership across brand identity, integrated campaigns, digital, social, broadcast, and experiential. Known for translating complex business challenges into clear creative platforms, leading and mentoring strong teams, and developing work that connects emotionally and moves people to action.

CORE EXPERTISE

Creative Direction • Brand Strategy • Art Direction • Brand Identity • Integrated Campaigns • Storytelling • Concept Development • Digital + Social • Team Leadership + Mentorship • Production

EXPERIENCE

JEN TUEL CREATIVE

Founder + Creative Director | Oct 2022 – Present | Jacksonville Beach, FL

Through Jen Tuel Creative, I partner with brands and organizations to develop strategic creative across brand identity, campaigns, websites, digital experiences, and launch initiatives. I often work as an embedded creative leader, building flexible teams of strategists, writers, designers, developers, and production partners based on what each project needs. Recent work spans healthcare, behavioral health, nonprofits, technology, sports, financial services, travel, and professional services.

Selected Clients: *The Turn Recovery, Understanding Water, Trek International Safaris, The BetLoop, TVIQ, The Women's Board, WMNF, Farther, Mission Clubs, Forward Sports Network, FASTER Way to Fat Loss, Southeast Superior Health*

THE TEBOW GROUP

Creative Director | Jun 2023 – Dec 2024 | Jacksonville, FL

As Creative Director at The Tebow Group, I led a talented creative team developing purpose-driven brand campaigns and storytelling designed to move people to action. For the Tim Tebow Foundation, I led major brand initiatives including the organization's umbrella rebrand and ministry launches such as Her Song, Night to Shine, and Rising Light Ridge. I also directed national creative for Nehemiah Manufacturing and helped shape the personal brands of Tim and Demi Tebow across advocacy, campaigns, and book launches.

Clients: *Tim Tebow Foundation, Tim Tebow, Demi Tebow, Nehemiah Manufacturing, Price.com*

PET PARADISE

Creative Director | Sep 2019 – Oct 2022 | Jacksonville, FL

At Pet Paradise, I helped evolve the brand during a period of rapid growth, developing its first comprehensive brand book and creating a more cohesive creative system across every customer touchpoint. I led an in-house team creating integrated national campaigns anchored by original video storytelling, social content, and digital experiences. I even became the literal voice of the brand, recording VO for seven national brand videos. Along the way, we launched a new mobile app, celebrated the company's 20th anniversary, and built an entirely new sister brand, NewDay Veterinary Care.

22squared | Tampa, FL

VP, Creative Director | Oct 2017 – Nov 2018

Creative Director | Feb 2015 – Oct 2017

Associate Creative Director | Mar 2014 – Feb 2015

During nearly five years at 22squared, I led integrated creative across social, digital, and broadcast while helping develop the Tampa creative department. I led accounts including OGX, Renew Life, and Shoe Carnival while continuing to create senior-level work for brands like Publix and Toyota. This was also where I found my stride as a creative leader, mentoring teams, building confidence, and helping push ideas further. I also developed the campaign idea that helped win the AdventHealth new-business pitch and became the brand's launch campaign.

Selected Brands: *Shoe Carnival, OGX, Publix, Renew Life, Toyota, AdventHealth, Buffalo Wild Wings*

MEplusYOU / imc² | Dallas, TX

Creative Director | Nov 2011 – Nov 2013

Associate Creative Director | Aug 2010 – Nov 2011

At MEplusYOU, I led multidisciplinary teams of writers, art directors, and designers creating purpose-driven work rooted in the agency's philosophy of The Relationship Era. I started primarily on Secret and grew into leading multiple teams and brands, including Burt's Bees and Verizon FiOS. Creative leadership and mentorship went hand in hand, pushing teams beyond expected solutions and toward ideas that could build authentic, lasting connections between brands and people.

Selected Brands: *Secret Deodorant, P&G Beauty, Burt's Bees, RadioShack, Verizon FiOS*

TRIBAL WORLDWIDE | Dallas, TX

Sr. Interactive Art Director | Feb 2009 – Aug 2010

Art Director | Nov 2007 – Feb 2009

Most of my work at Tribal centered around Mountain Dew. I helped bring Dew's Green Label Art to life with coveted gear fans could win. I also spearheaded the Old School New School campaign, an AMP and Mountain Dew digital experience mixing old and new influences across fashion, music, gaming, and culture. As my role grew, I took on more ownership across interactive concepts and digital experiences for Dew and the broader Pepsi portfolio.

Selected Brands: *Mountain Dew, AMP, Aquafina, Baja Blast, Dyson, Hidden Valley, Juicy Fruit, Pepsi, Voltage*

SLINGSHOT

Art Director | Apr 2005 – Nov 2007 | Dallas, TX

Slingshot is where I started my career as an Art Director, working on major national brands while learning the interactive space hands-on. I created websites, promotions, and digital brand experiences for clients including Jack Daniel's, Dr Pepper, Greyhound, and STA Travel, building an early foundation in digital that has stayed with me throughout my career.

Selected Brands: *ConocoPhillips, Dave & Buster's, Dr Pepper, Diet Dr Pepper, Diet Rite, Hawaiian Punch, Gentleman Jack, Greyhound, Jack Daniel's, La Madeleine, 7UP, STA Travel, Sunkist*

EDUCATION

Miami Ad School | Art Direction | 2002 – 2004 | Quarter Away: Amsterdam, London + Prague

University of Florida | B.S., Advertising | 1998 – 2002