



# T.J. Lowther

Creative | Strategy | Brand

## EXPERIENCE

Zero6 | CCD, Co-Founder

2021 - Present | Remote (SLC, UT)

- Co-founder of boutique brand development & marketing consultancy.
- Client verticals include tech, commercial real estate, apparel, cannabis, beauty, and law.
- Provide end-to-end brand strategy and marketing services, including web, content strategy, social advertising, visual identity, video, voice & tone.

Foundever | Director, Global Brand & Creative Strategy

2025 - 2026 (Remote, SLC, UT)

- Globalized 12 vertical campaigns across 5 markets (200+ assets with multiple refresh cycles) while improving creative quality, refining messaging clarity, and increasing launch velocity 5x.
- Launched repeatable brand-focused creative system for Foundever's RFP/pitch pipeline; the debut response won \$12M+ of net new revenue and the client now uses the video for internal brand training.
- Developed the messaging architecture and value propositions for the company's global operating model, translated operational strategy into market-facing positioning.
- Built the creative briefing system and campaign process guidelines for the global demand generation team, standardizing intake, kickoff, and review.
- Directed a 6-person brand & creative team, plus a 10-person studio team (dotted line), 4 contractors, and 2 external agencies, managing agency and production spend within a \$5M brand budget.
- Managed brand presence for every global event end-to-end, including booth design, collateral systems, and executive presentation content.
- Produced multilingual creative for a global internal AI campaign (18 languages).
- Engaged directly with C-suite leadership to ensure brand messaging & campaign strategy alignment with overall company strategy.
- Concepted and led messaging development for a brand-equity reclamation campaign, defining external-facing identity & protecting creative quality across two executive transitions.

## SUMMARY

Award-winning creative & strategic leader with 16 years of in-house and agency experience—including a decade of B2B tech and digital trust. I think in systems, blend craft and pragmatism to get better-than-you-asked-for work out the door on time, and bring an uncanny ability to turn technical and opaque subjects into compelling stories. Long-time practitioner of the art of “plus one.” Mostly accidental voice actor. Makes a mean cacio e pepe.

## SKILLS

- Creative Direction & Team Leadership
- Brand Strategy & Positioning
- Integrated Campaign Development (digital, video, broadcast, social)
- Content Strategy & Editorial Operations
- AI-Augmented Creative Workflow & Governance
- B2B & B2C Brand Experience (Fortune 500 to startup)
- Client & Stakeholder Management
- Copywriting & Narrative Craft

## EDUCATION

University of Southern California,  
B.A., Creative Writing, *magna cum laude*,  
Virginia Middleton Fiction Scholarship, 2008

## REFERENCES

Jenna Pelkey  
VP of Global Brand & Communications  
Foundever (former)  
+34.677.82.33.30

Michael Hall  
Design Director  
DigiCert (former)  
+1.801.726.0428.

Aaron Adams  
Sr. Copywriter  
Foundever  
+1.801.450.5892



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## EXPERIENCE (CONT'D)

DigiCert, Inc. | Creative Director, Copy

2018 - 2025 | Remote (SLC, UT)

- Led all demand generation campaigns from conceptualization to delivery across cross-functional teams, including copy, design direction, video production, web, digital, social, and more.
- Worked closely with Product Marketing, Revenue Generation, PR, Corporate Communications, and HR teams to align creative with business goals and facilitate company- and world-wide execution across diverse platforms.
- Created, presented, evangelized, and maintained all brand identity projects, including voice & tone guidelines, taglines, product naming, UI development, awareness campaigns, and demand generation. Singularly responsible for creation of the current "Digital Trust for the Real World," and the preceding "The Uncommon Denominator" brand identities, as well as the globally acclaimed "World Quantum Readiness Day."
- Led creative development and creative strategy for new product launches, including Verified Mark Certificates, winner of the 2020 Drum Global B2B "Most Transformational Product Campaign" award (Gold; 1.3M YouTube views).
- Oversaw initiatives that meaningfully contributed to +\$140M YoY profitability, greatly increased brand recognition and affinity, record event attendance, and global reach metrics.
- Managed copywriting staff and provided cross-team training on campaign strategy and editorial processes.

MRM//McCann | Associate Creative Director (Prev. Copywriter, Sr. Copywriter)

2013 - 2018 | SLC, UT + Remote (LA, CA)

- Clients included: Cisco, Exxon Mobil, Sam's Club, Delphix, Automattic, Mitsubishi, AOL, Nielsen, State of Utah.
- Developed Cisco's "digital personality," and oversaw global execution of Cisco brand identity across all MRM offices.
- Served on designated 2-person creative team on a \$9M "special retainer" for innovative, high-visibility projects.
- Consistently produced effective and award-winning campaigns for a variety of clients across virtually all media.
- Recipient of the agency's "creative team of the year" award.

Friendemic | Director of Marketing

2017 - 2018 | SLC, UT

- Managed new business, public relations, video production, internal social media, campaign and brand strategy teams.
- Oversaw rebranding and developed all sales and marketing collateral.

Marymount California University | Digital Marketing Manager

2010 - 2013 | LA, CA

- Modernized recruitment communications, introduced relationship marketing strategy, cut marketing costs by 50%.

## FREELANCE

American Diabetes Association | Creative Director (Rustler & Co.)

2017 - 2022 | Remote (LA, CA + SLC, UT)

- Wrote and executed brand campaign themes for National Diabetes Awareness Month campaigns for five consecutive years, including the production of more than 30 short films, campaign anthems and associated assets.