

Tim Needham

Strategic advertising, design and brand content creator

Experience

ACD

The XK3 Agency, TN
Aug '22 → Present

Developing integrated brand content for clients Clean Slate Centers and MHK (Medical House of Knowledge). In the process of implementing a streamlined marketing department. Onboarding various staff to round out unfilled roles.

Sr. Art Director

BJ's Wholesale Club, MA
Jul '08 → Feb '22

In 2009 I was brought in full-time as Sr. Art Director to help lead the development of assets for Membership Acquisition/Retention and BJ's in-house brands. I was tasked with strategizing, conceptualizing and executing integrated brand content for print, digital, and broadcast. Over time my responsibilities grew to include piloting BJ's Cobrand credit card branding from in-club signage to digital engagement.

When I was hired BJ's had 180 clubs in service and an annual net income of \$132 million. We had 4 million active members. That year alone we increased membership by 21%. With a renewal rate of 83%.

In 2022 when I departed we had 230+ clubs in operation. 150 gas stations. An annual net income of \$421 million and 6.5 million active members with a 90% retention rate.

Freelance Sr. Art Director

Jones, IL
Aug '06 → Jul '08

Worked closely with the creative team developing and producing a print campaign for Wilson Golf. After late nights concepting, lots of beer and several rounds of golf we presented an inspiring group of ads that would make Bobby Jones himself change clubs.

Freelance Sr. Art Director

BJ's Wholesale Club, MA
Jan '04 → Jul '08

Art directed print, digital and broadcast campaigns based on BJ's corporate strategy to elevate their in-house brands to the level of national brands. With a concentration on Wellsley Farms, Berkley Jensen, Rozzano's Italian Foods and Living Home.

Freelance Sr. Art Director

Epiphany Communications, RI
Jun '04 → Jul '08

Created tv spots for Dreyfus Financial. If you think Dreyfus sounds familiar, it does. \$284 billion in managed accounts. A lion mascot. They come to play. Creating and art directing this campaign was literally a thrill of a lifetime.

Art Director

RDW Group, RI
Mar '96 → Dec '03

Piloted several campaigns and created award winning work for multiple clients including: Blue Cross & Blue Shield of Rhode Island, Roger Williams Park Zoo, Atomic Grill Restaurant, Newport Storm Brewing Co., YMCA, Bryant College, Rhode Island Public Transit Authority, Rhode Island Emissions & Safety Testing, Lincoln Mall, Rhode Island Blood Center.

Education

Miami Ad School Creative Director Program, 2022
Tom Monahan's Ad Hell Bootcamp, 1999
Rhode Island School of Design, Advertising Concepts, 1995
University of Rhode Island, Bachelor of Studio Arts, 1994

Awards

Hatch, New York Festivals, US AD REVIEW, Print Regional Design Annual, One Show Creative Showcase

Skills

Integrated campaign development, client relationships, new business presentations, photography, art direction, copywriting, design, UI design, typography, art buying, broadcast production, interactive development, responsive design, print production, Adobe Creative Suite.

After Hours

Huster Surfboard Brand
President, Art Director & Writer

I love surf culture and I love design. Makes sense to create a surfboard brand in my free time. Its my take on great-looking longboards that can be ridden in any type of surf.

I wanted to create a brand that paid homage to classic companies like O'Neill, Billabong, Stewart, and Hobie. The kings of surfboard shape and design. When big names were only known on the beaches and in the bars of the local surf communities. When shaping wasn't big business. Just a way to own a ride that worked for your style. I wanted everything to be word of mouth. Like the old days. No fancy marketing component. Huster Surfboards were born from this concept.

Indie Movie Posters
Client contact, Art Director & Designer

I've had the good fortune to know some super talented actors in the indie film business. Getting to do their promo posters was an incredible perk. Plus, having my own IMDB page is pretty cool too.

**Rhode Island Coalition
Against Domestic Violence**
Client contact, Art Director & Designer

I approached the Rhode Island Coalition Against Domestic Violence with a poster campaign that would help bring light to the spike in cases of domestic violence. Our goal was to raise awareness of the problem and influence the public to act. Sadly, most domestic violence cases go unreported. We wanted people, especially men to speak out if they heard of or witnessed any acts of domestic violence. The campaign was a great success and intervention rose to an all-time high in the region.

Contact

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