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tylerbowa.com | linkedin.com/in/tylerbowa | Kigali, Rwanda. Working worldwide.

CREATIVE DIRECTOR & BRAND STRATEGIST. BLUEPRINTS, TURNED UP TO ELEVEN.

I build brands like buildings: structure first, then something people actually want to walk into. Seventeen years across Montreal, Shanghai and Kigali, making work in English, French and Mandarin for **PepsiCo**, **Reckitt**, **P&G**, **adidas**, **Nike**, **Levi's**, **League of Legends** and **FIBA Africa**. I've led creative teams of up to 30, owned CMO-level client relationships and managed multi-million-dollar production budgets. Today I run creative and pitch strategy for new business at one of **Adweek's** fastest-growing agencies. Trained as an architect. Still shoot my own photography.

RECOGNITION
The Drum Awards · Cannes Lions (shortlist)

LANGUAGES
English and French (native) · Mandarin Chinese (professional)

CITIZENSHIP
Canadian

SELECTED IMPACT

38M+
impressions, +23% conversions
DUREX

-60%
cost per acquisition, +15% purchase volume
VESSEL NYC

+143%
YoY sessions across 14 brands in one CRM
PEPSICO FOODS

246M
impressions, 132% of plan, for a first launch
MUCINEX

+252%
unique prescribers for a digital therapeutic
ENDEAVORRX

93.7M
positive media impressions, 3M+ organic views
HOME HARDWARE

+26.2%
sales volume YoY after a full brand refresh
LUCKI RICE

#1
most-attended **Olay** launch event to date
OLAY

EXPERIENCE

Dec 2025 – Present
Remote · Contract

Level Agency — Sales Enablement Specialist, Creative & Pitch Strategy

Performance marketing agency, No. 28 on **Adweek's** 2026 Fastest Growing Agencies

- Run creative and pitch strategy for new business: narratives, RFPresponses and decks for **50+ pursuits** across telecom, energy, higher education, finance and healthcare.
- Pitch team on **National Forest Foundation** (new retainer) and **C Spire**, the **largest new-business deal in Level's history**.
- Built the AI system that powers **Level's** sales enablement.

Mar 2024 – Present
Kigali / Remote

Independent — Creative Director & Strategist

- **FIBA Women's Basketball League Africa:** commercial roadmap presented to **FIBA Africa**'s leadership (2026); title-partnership proposal with **Visit Rwanda**.
- **Black Hen** (Germany), organic coffee: brand strategy and creative direction. **Mother Foods** (Ghana): identity, packaging and marketing. **Private Brands Consortium:** packaging direction across a family of **Costco** brands.
- Speaker, **Global AI Summit on Africa** (2025). Mentor and brand consultant, **Impact Hub Kigali**.

Nov 2024 – Aug 2026
Kigali

The Brief — Co-Founder & Creative Director

Pan-African strategy and creative shop

- **Lucki Rice** (**ICM Rwanda**): brand refresh from strategy and packaging to website, 20+ retail stores and nationwide campaigns. +26.2% sales volume YoY.
- **Global Coffee Forum:** four-symbol identity system for an international coffee forum in Colombia, commissioned by **Sustainable Growers** and funded by **Bloomberg Philanthropies**.
- **Diaspora Homecoming Kigali** (endorsed by Rwanda's Ministry of Foreign Affairs); **FERWABA** 3x3 sponsorship strategy; wrote and designed the trends report "Rwanda 2026 + Beyond."

EXPERIENCE, CONTINUED

Jan 2020 – Nov 2025
Montreal, then remote

BAM Strategy now part of Level Agency
Integrated digital agency

Creative Strategy Consultant (Contract) · Mar 2025 – Nov 2025

- Pitch strategy, spec creative and capability decks through **BAM's** integration into **Level Agency**.

Associate Creative Director · Mar 2022 – Mar 2025

- Led a team of **up to 30, with 15 direct reports**, across art direction, design, UX, copy and strategy; hired continuously and promoted 5+ people. Presented to brand managers, directors and CMOs. Managed production budgets up to several million dollars. All work bilingual (EN/FR), including pharma cleared by PAAB.
- **Durex:** originated the "Nothing Feels Better" platform; Sex 101 creator program, **TikTok** channel and a 13-week **Occupation Double** sponsorship. Co-developed "Knowing Your Size Matters" (2025). 38M+ impressions, +23% conversions, 94% YouTube completion on the French spot.
- **Hudson Yards:** pitch team that won the account. **Vessel** rebrand, "Step Inside the City": -75% CPM, -60% CPA, +15% purchase volume.
- **Cheetos Carnival** (2022): online carnival game with real prizes, **PepsiCo Canada**'s campaign of the year. 88% participation; 18% of all **Tasty Rewards** sessions that quarter.
- **Mucinex:** first liquid launch in Canada across 10 channels including **Netflix**. 246M impressions (132% of plan), +72% branded search CTR, +396% site traffic.
- **EndeavorRx:** testimonial films, scripted spots, site and dynamic creative for the first prescription video game. +252% prescribers, -49% cost per lead.
- **Home Hardware:** pitch team that won the account; art direction on "Ultimate Road Trippers." 93.7M media impressions, 3M+ organic views. **Veet:** conceived "Here I Am."

Senior Art Director · Jan 2020 – Mar 2022

- **PepsiCo Foods:** creative across 14 brands; moved every brand site into one bilingual CRM home, **Tasty Rewards**. +143% YoY sessions, +40% CRM members per year.
- **Olay:** concepted, designed and coded digital launch events for beauty editors. Most-attended **Olay** launch to date; 94% completed the quiz, 94% requested product; second build commissioned.

2010 – 2020
Shanghai

Factory Five Co-Founder

- Built a fixed-gear workshop into one of China's best-known bike brands, named among the world's top 10 bike shops, then a manufacturer and the first China distributor for international cycling brands.
- Sold in 30+ countries; ~2M e-commerce visitors a year. Founded the **Shanghai Alley Cat**, the world's largest alleycat race (1,500+ riders). Brought the **Bicycle Film Festival** to China.

2010 – 2019
Shanghai / Paris

Freelance Creative Director

- **Dagobear** (Paris): built the brand from the ground up, including logo, packaging with its signature cigar-box gift case, product and website. Acquired by French underwear house **Arthur** in 2020.
- **Harbin Beer** (via **NUDE**): lead creative on the Wheat King brand, logo and packaging. Campaigns and identities for **Nike SB**, **Levi's**, **adidas**, **Reebok CrossFit**, **Puma** and **Jameson**; **LEE** and **Converse** via **Ogilvy Asia**; **Tim Hortons'** China launch.

EARLIER CAREER, EDUCATION AND PHOTOGRAPHY

Architecture: Junior Architect, **A00 Architecture**, Shanghai (2009–10) · Architectural Intern, **NBBJ**, New York (2007), The Sail @ Marina Bay · Teaching Assistant, University of Waterloo (2008)

Education: Bachelor of Architecture, University of Waterloo (2005–2010) · Exchange, The University of Hong Kong (2009)

Photography: National Geographic Traveler China (2018) · Solo exhibitions, Shanghai · Photojournalism for **La Colombe**, Rwanda (2026) · **Durex** and **K-Y** campaigns (2020–25)

SKILLS AND TOOLS

Expertise: Creative direction · Brand strategy and positioning · Integrated campaigns · Identity and design systems · Art direction · Copywriting · Creative team leadership · Pitch and new business · Sales enablement · Sponsorship and partnerships · Product launch · Bilingual (EN/FR) and cross-cultural creative · Social and influencer · CRM and lifecycle · Digital experience · Retail, packaging and experiential · Consumer health (PAAB) · AI-assisted creative workflows

Design, 3D and video: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro) · Figma · Rhino · 3ds Max · SketchUp

Photography: Lightroom · Capture One · campaign, editorial and documentary

Productivity and AI: Google Workspace · Microsoft 365 · Claude · ChatGPT · Gemini · Higgsfield

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OFF DUTY Drumming, cycling and a very large mastiff named Loki