

# TIM FURMANIAK

PORTFOLIO: DESIGNFURM.COM • TIMFURMANIAK@GMAIL.COM  
TAMPA, FL • (865)323-9835

## PROFILE

Dynamic and results-driven creative leader with over a decade of experience in content creation, branding, and marketing strategy across diverse industries, including hospitality, automotive, entertainment, and technology. Expert in creative development and crafting innovative ideas that drive revenue and elevate brand visibility. Proven track record of directing multidisciplinary teams, delivering impactful campaigns, and managing end-to-end production to achieve business objectives. Skilled in developing high-profile partnerships, fostering storytelling excellence, and mentoring creative talent. Recognized for aligning creative efforts with strategic goals, generating measurable ROI, and thriving in fast-paced, deadline-driven environments.

## EMPLOYMENT HISTORY

### DIRECTOR OF CONTENT, STINGER, CLEARWATER, FL

Aftermarket Automotive manufacturer and retailer of infotainment radios, audio sound systems, lighting, and safety cameras.

MARCH 2024 — JANUARY 2025

- Directed a multidisciplinary content team of five, including a lead designer, designer, videographer, event/training manager, and installer/on-air talent, to deliver high-quality automotive aftermarket marketing and training materials.
- Spearheaded the development of engaging multimedia content, increasing brand visibility and driving customer engagement across multiple platforms.
- Oversaw the creative process for product launches, including infotainment systems, lighting, audio and safety cameras, ensuring cohesive messaging and impactful storytelling.
- Coordinated content strategies for high-profile partnerships, such as *TruckU* and *Build For Offroad* on *MotorTrendTV*, showcasing Stinger products to nationwide audiences.
- Managed end-to-end production of training and promotional videos, enhancing dealer education and sales effectiveness.
- Fostered cross-functional collaboration with engineering and sales teams to align product content with technical specifications and market needs.
- Implemented project timelines and quality control measures, ensuring deliverables met tight deadlines and maintained high creative standards.
- Mentored team members, providing guidance and feedback to cultivate professional growth and skill development.

### ART DIRECTOR, FELD ENTERTAINMENT, ELLENTON, FL

Worldwide leader in producing and presenting live touring family entertainment experiences. Properties include Ringling Bros. and Barnum & Bailey®, Monster Jam®, Disney On Ice, Monster Energy AMA Supercross, and the SuperMotocross World Championship.

JANUARY 2022 — MARCH 2024

- Strategically designed and executed comprehensive design systems and campaigns for high-profile entertainment properties, including 2023 Monster Energy Supercross, SuperMotocross, Monster Jam, and Jurassic World Live Tour.
- Directed and mentored a team of designers, ensuring the delivery of cohesive and impactful creative assets across multiple platforms.
- Developed innovative graphics, promotional materials, and conceptual designs to enhance brand visibility and audience engagement.
- Spearheaded copy development to align messaging with brand objectives and resonate with target audiences.
- Played a pivotal role in creating campaigns for iconic Feld Entertainment properties, including Disney on Ice, Marvel Universe Live, and other globally recognized franchises.

## **CREATIVE DIRECTOR/FOUNDER, DESIGNFURM.COM, TAMPA, FL**

Personal freelance design brand.

JULY 2020 — PRESENT

- Designed promotional materials, websites, logos, and branding assets for high-profile clients, including PBR (Professional Bull Riders), ShipMagic, Usermind, and Sophos Home.
- Collaborated with Dave Raymond, the original Philly Phanatic, to create engaging visuals that supported his branding initiatives.
- Partnered with USF Athletics to deliver impactful designs, including collector cups and the 25th-anniversary poster seen at every home USF football game.
- Provided creative solutions tailored to diverse industries, delivering work that resonated with both local and international audiences.
- Built a reputation for high-quality, versatile design work that helped businesses elevate their brand presence and connect with their target audiences.

## **CREATIVE & DIGITAL MARKETING STRATEGIST, VELOCITY Z, TAMPA, FL**

Growth accelerator for early-stage technology companies.

SEPTEMBER 2020 — JUNE 2021

- Designed brand style guides, assets, websites, copy for technology companies in our incubator portfolio.
- Developed marketing campaigns including copy writing and accompanying asset design for outbound efforts.

## **CREATIVE DIRECTOR, THUZI/PATRON TECH (LEAP EVENT TECHNOLOGY), TAMPA, FL**

Leading provider of event management technology solutions to the live events industry.

SEPTEMBER 2015 — JULY 2020

- Partnered with cross-functional teams, including creative, sales, marketing, and senior leadership, to strategize and enhance technology products while ensuring seamless project execution.
- Cultivated and managed key client relationships, resulting in repeat business and long-term partnerships.
- Led creative strategies that directly contributed to securing new business wins, showcasing innovative and engaging solutions.
- Directed a team of five creatives, providing mentorship, vision, and guidance to deliver exceptional concepts and campaigns for clients.
- Designed and implemented award-winning consumer engagement solutions for live events, driving measurable brand impact and audience participation.
- Developed and delivered compelling presentations, campaigns, and promotional strategies, successfully aligning with client goals and objectives.
- Played a pivotal role in Thuzi's acquisition by Patron Technology, contributing to a 9X company valuation through strategic creative leadership and business development.

## **ART DIRECTOR & DIGITAL STRATEGIST, THUZI, TAMPA, FL**

Small to medium size marketing and technology agency with a focus on hospitality. Creator, developer and leading provider of event management technology solutions to the live events industry.

JUNE 2012 — SEPTEMBER 2015

- Built and maintained strong client relationships, fostering trust and driving repeat business opportunities.
- Spearheaded innovative creative strategies that directly contributed to securing new business wins, resulting in significant agency growth.
- Generated substantial revenue through creative-driven initiatives, including securing five-figure monthly retainers and high-impact campaigns.
- Partnered with the sales team to conceptualize and execute unique engagement strategies, enhancing attendee experiences at on-site events.
- Designed and delivered polished, high-impact sales presentations for major global brands, effectively communicating ideas and securing client buy-in.

## **ABOUT ME**

My favorite things are being a Dad to my son and Yellow Labradors. I'm passionate about creating, kayaking, fishing, golf, softball, Jeeps, and volunteering with my certified therapy dog, Monty, at the amazing charity Southeastern Guide Dogs and Joshua House.

## **EDUCATION**

**AA / INTERACTIVE MEDIA DESIGN**  
**ART INSTITUTE OF PITTSBURGH, PITTSBURGH, PA**  
SEPTEMBER 2006 — SEPTEMBER 2008

**BS / MARINE BIOLOGY - BUSINESS MINOR**  
**UNIVERSITY OF MIAMI, CORAL GABLES, FL**  
AUGUST 1991 — MAY 1997