

C. Jeanette Tyson Curriculum Vitae

I'm a storyteller first, ad war veteran second.

Currently a VP/Creative Director at The Martin Agency, I was hired by Mike Hughes straight from UNC the first time and brought back eleven years ago. In between I worked in all four corners of this country and two foreign lands: England and Texas.

I've been fortunate to work alongside industry legends in celebrated agencies. And also fortunate to put my journalism roots to work in nearly every category, creating iconic brands (Saturn cars) and new categories (Living Social) while re-defining others (Manpower and Benjamin Moore). Is it coincidence three agencies were named Agency of the Year during my tenure? Hmmm.

Lately, I created a platform for UPS now launching in digital spaces across the US, Canada, Europe and soon Asia. I've taught at VCU Brand Center and The Hussman School at UNC in Chapel Hill.

Recently I re-wrote the Rapunzel fairy tale for *Now Upon a Time*, an animated girl-power project out of Martin, making sure Rapunzel won on her own terms. And renovated an 1860's farmhouse. Now it's time to get back to the fiction.

In Short:

The Martin Agency/Richmond

GSDM/Austin

Ogilvy & Mather/ New York & London

Goodby, Silverstein & Partners/San Francisco

Hal Riney & Partners/San Francisco

The Martin Agency /Richmond

UNC-Chapel Hill/BA Journalism '83