

LETTER OF INTENTION  
**TYREL COLWELL**

MARKETING SPECIALIST

**TO**

**Hiring Manager**

**DATE**

May, 2026



Scan with your phone camera to see graphic designs, websites, and motion graphic examples

<https://marketingwizard.tech>

**HIRING TEAM,**

I'm a multidisciplinary designer and marketing specialist with over 20 years of experience creating high-impact work across graphic design, motion, web, and digital marketing. My focus has always been the same: build creative that not only looks strong, but performs—capturing attention, communicating clearly, and driving measurable results.

My background spans the full creative and marketing process, from early concept development through execution and optimization. I've designed and developed brand identities, websites, campaigns, and content systems for a wide range of clients, while also producing motion graphics and short-form video tailored for modern platforms. I approach each project with both a creative and strategic lens, ensuring that every visual decision supports a larger goal.

In recent years, I've leaned heavily into performance-driven content and digital strategy—building and scaling platforms, refining messaging through real audience behavior, and adapting quickly to evolving trends. At the same time, my foundation in web development and analytics allows me to connect creative work with data, improving outcomes over time rather than relying on guesswork.

I'm comfortable working independently or as part of a team, managing projects from start to finish, and collaborating across disciplines to bring ideas to life. Whether it's branding, content creation, motion design, or full-scale marketing systems, I bring a balance of creative instinct, technical skill, and strategic thinking to every role.

I'd welcome the opportunity to contribute my experience and perspective to your team. Thank you for your time and consideration.

**Thank you for your time and consideration. I would welcome the opportunity to discuss how I can contribute to your team.**

A handwritten signature in blue ink, appearing to read 'Tyrel Colwell'.

With Sincere Appreciation,  
**Tyrel Colwell**

# RESUMÉ SUMMARY

# TYREL COLWELL

MARKETING SPECIALIST



## PERSONAL

<b>Name</b>	Tyrel Colwell
<b>Location</b>	Ocean Springs, MS
<b>Title</b>	Marketing Specialist
<b>Experience</b>	23+ yrs professional
<b>Expertise</b>	Design & Online Strategies

## CONTACT

<b>Mobile</b>	(360) 399-5060
<b>Email</b>	tycolwell@gmail.com

## REFERENCES

Available upon request

## PROFILE HIGHLIGHT

In 2002, Ty and a small team of other award winning youth activists started a marketing and branding agency (Rescue), which quickly evolved into the top social marketing group in the US. From a satellite team of 5 in 2004, to more than 180 employees and contracts totalling more than \$700 million by 2014. Ty was a vital player in the evolution of the agency and was able to develop and test his skills in a professional environment.

Won numerous International awards for excellent web design and viral marketing and managed dozens of live websites and social media campaigns.

## INTRODUCTION

My background spans web development, content production, motion design, and strategy, allowing me to take a holistic approach from concept through execution. I've worked across agency and in-house environments, co-founded a national social marketing agency, and developed my own content platforms. Whether creating websites from the ground up or producing short-form content optimized for engagement, I focus on work that not only looks strong but delivers measurable results. In addition, I have developed dozens of WordPress websites with integrated analytics, giving me a strong technical foundation for tracking performance and continuously improving results

## RELEVANT EXPERIENCE\*

PRESENT

### CEO

THE SOURCE ASSEMBLY LLC, OCEAN SPRINGS, MS  
Short form content, video production, Shopify store development, advertising, social media marketing, product design & development, and marketing.

17-21

### SENIOR DESIGNER

SWINOMISH CASINO & LODGE, ANACORTES, WA  
Creative services, including internal marketing and social media design

07-12

### INTERACTIVE MARKETING

RESCUE SOCIAL CHANGE GROUP, SAN DIEGO, CA  
Managed and led all aspects of digital marketing including graphic design and web development. Liason between departments and creative services. Managed a team of 8 designers & web developers. Viral marketing. Video production. Advertising.

2003

### ADVISORY COUNCIL

AMERICAN LEGACY FOUNDATION, WASHINGTON, D.C.  
Served on the national advisory council for the national "Truth" campaign. Received extensive marketing and PR training through Golin Harris International

02-08

### PRESIDENT/FOUNDER

AXXIUM INC, NATIONAL NON-PROFIT  
Non-profit competitive gaming organization that competed around the U.S. while promoting healthy lifestyles to youth and young adults

02-05

### TPC AGENT

WA STATE DEPARTMENT OF HEALTH, SEDRO WOOLLEY, WA  
Provided all levels of marketing services at a state and local level

2001

### MARKETING & DESIGN CONSULTANT

TY COLWELL, MARKETING & DESIGN CONSULTANT, WA  
Full service marketing, web, and creative services for more than 300 campaigns

\*I would be happy to provide an extended resume upon request!

## EDUCATION

2005

### SOUTHWESTERN

SOUTHWESTERN, CHULA VISTA, CA  
Business administration, emphasis on Marketing

EXTENDED RESUMÉ

# TYREL COLWELL

MARKETING SPECIALIST

## QUALIFICATIONS PROFILE

Exceptional interpersonal and team building skills with an aptitude for building rapport with a diverse range of customers, colleagues, and managers; talent for quickly resolving issues prior to escalation.

Highly organized and personable with experience in providing exceptional customer service and communication skills. Successful at multi-tasking while remaining professional and courteous in a fast paced environment.

Proficient in all aspects of IT; Networking, PC and MAC hardware development and operating environments, Audio/Video technologies, and project management software. Extremely adaptive and quick to acquire and advance desired skills. Expert level experience with web systems and marketing.

Passionate self-motivator; acquiring ever evolving information on technology, culture and applying knowledge efficiently in a work environment.

## PROFESSIONAL EXPERIENCE

### The Source Assembly, LLC. (MS)

#### CEO

2022 - present

Built and scaled a niche digital content platform to ~70,000+ followers on TikTok through consistent short-form video production

Concepted, shot, and edited high-performing vertical video content, optimized for retention, replayability, and shareability

Developed scroll-stopping hooks and pacing strategies that increased watch time and audience engagement

Translated abstract concepts into clear, engaging, platform-native storytelling formats

Monitored performance metrics and iterated content rapidly based on audience behavior and engagement patterns

Established a distinct on-camera presence that fostered trust, repeat viewership, and community growth

Produced content across multiple formats including talking-head, voiceover, and trend-based adaptations

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### Tyrel Colwell Design and Marketing Consultant, LLC. (CA / WA / WI)

#### President and Founder

2001 - present

Provided full-service marketing and design campaigns to clients of all varieties; developing creative concepts for public advertisements including bar coasters, banners, flyers, website development and much more. Designed and programmed dozens of custom websites with CMS such as Wordpress.

Independently managed over 200 projects with a wide range of business goals and strategies. Responsible for all aspects of a developing business; new client acquisition, project strategies and management, budgeting/reconciliation, and task execution at all levels required by the client.

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## EXTENDED RESUMÉ (CONTINUED...)

### **Rescue Agency / Rescue Social Change Group** (San Diego, CA)

#### **Interactive Marketing Director / Virtual Strategies Engineer / Senior Designer**

2007 - 2013

Worked directly with the President and Art Director to provide strategic and creative consultation for client campaigns with any online or web interactions.

Strategically designed creative for online viral marketing campaigns and social media. Some of these campaigns evolved from traditional marketing to living online and in-person culture. Analytics and campaign effectiveness reported on a consistent basis that included CTR and interactions through online platforms.

Designed strategic web layout concepts; ensuring all of the clients goals remain intact and inline with the larger campaign picture. Designed and created fully interactive user interfaces from the ground up.

Communicated directly with clients for both quality control and creative consultation. Created and developed project proposals, budget estimates, and invoice/reconciliation services as a project manager. Managed campaign efficiency based on budgeting and consistent project and campaign reports for in-house and for clients.

#### **Web Designer / Web Developer / Interactive Department Lead**

2004 - 2013

Created creative concepts for Print, Web, and Video services. Designed brand identity such as logos, aesthetic voice, and visual communication in all graphic mediums.

Provided design support as needed from the rest of the creative team. Trained staff and provided technical support in all aspects of technical design from hardware utilization to software support.

Created systems to track and measure campaign efficiency utilizing analytics. Measured and adjusted strategies based on weekly and monthly campaign efficiency reporting.

Provided top-quality design concepts in a very face-paced, timeline and budget-oriented environment.

#### **Brand/Project Manager**

2005 - 2012

Communicated directly with new and existing clients to develop creative campaign consultation, project proposals, budgets, and management support.

Balanced budgets to provide clients with the most efficient use of campaign resources while ensuring the most effective outcome possible for both the client and the company.

Managed all aspects of projects; delegated and organized tasks amongst members of all departments throughout the company. Provided support to staff to help reach project goals in a very face-paced, timeline and budget conscious environment.

### **Swinomish Tribe / Swinomish Casino & Lodge** (La Conner & Anacortes, WA)

#### **Senior Designer**

2017-2022

Developed multimedia marketing strategies for all Swinomish Tribe companies with a focus on Swinomish Casino & Lodge. Managed work flow between marketing sub-departments such as social media, film, and promotions.

Created standard operating procedures for project workflow in the Marketing department to assist with efficiency in reviewing, editing, and publishing ready creative.

## EXTENDED RESUMÉ (CONTINUED...)

Designed and produced TV commercials, billboards, posters, web banners, and advert displays. Created and produced all media and print in-house.

### EDUCATION AND CREDENTIALS

#### Southwestern

Bachelor of Science – 2005-2006

Major: Business Administration

Emphasis: Marketing

#### Washington State University

C++ and Game Development/Design Certified – 2004

#### Western Washington University

Continuously presented to public health majors on Social Marketing (2009)

National and International Awards & Recognitions Available Upon Request

### REFERENCES

Available upon request

### SOFTWARE / SKILL PROFICIENCY

Short-Form Video Production: Concepting, shooting, and editing high-retention vertical content for TikTok, Instagram Reels, and YouTube Shorts

Editing & Post-Production: Expert in Adobe Premiere Pro and CapCut; advanced motion graphics and effects in Adobe After Effects; working proficiency in Final Cut Pro

Platform-Native Creation: Experienced in in-app production within TikTok, Instagram, and YouTube, including trend integration, native editing tools, captions, and audio optimization

Storytelling & Retention Strategy: Hook development, pacing, pattern interrupts, and loop-based editing to maximize watch time and engagement  
Content Performance Optimization: Iterating based on audience behavior, engagement metrics, and retention data

Trend Analysis & Execution: Rapid identification and adaptation of emerging formats, sounds, and cultural moments

On-Camera & Voice Delivery: Strong presence with ability to create authentic, engaging, and brand-aligned content

Creative & Marketing Tools: Adobe Creative Suite, Microsoft Office, Mac & Windows environments

Web & Digital Foundations: Working knowledge of HTML/CSS, CMS platforms (WordPress), and UX principles for digital storytelling

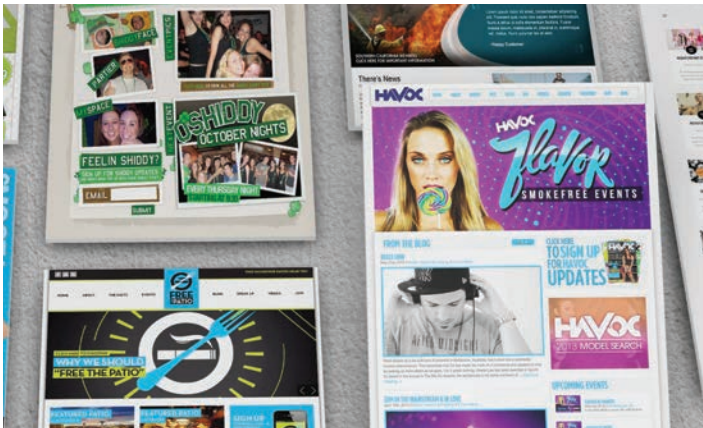
Analytics & Growth: Familiar with Google Analytics, platform insights, and SEO fundamentals to inform content strategy

Collaboration & Workflow: Experience with project management tools including Asana and Monday.com

Proficient working with new A.I. systems such as ChatGPT as a tool to support efficiency tasks but not as a replacement to organic creativity and experience.

DESIGN & MARKETING EXAMPLES  
**TYREL COLWELL**

MARKETING SPECIALIST



Graphic design and web development examples (2007-2013)



Graphic design and web development examples (2008-2013)



A small selection of logos and brands designs.



Website for our published book where Ty has a featured chapter



Poster examples for marketing campaigns at Swinomish Casino & Lodge

# DESIGN & MARKETING EXAMPLES

# TYREL COLWELL

MARKETING SPECIALIST

**HOWSON LAW OFFICE** CUTTING EDGE.

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“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit egestas vestibulum. Phasellus sit amet neque dui. - Jon, Sedro-Woolley ”

## DUI-Attorney

SKAGIT COUNTY'S EXPERIENCED AND AGGRESSIVE CRIMINAL DEFENSE ATTORNEYS

Howson Law Office is a two-lawyer firm specializing in the representation of persons accused of crimes ranging from minor traffic offenses to serious felonies. We handle all matters where a violation of the criminal law is alleged including those filed in Municipal, District, Juvenile, and Superior Courts.

- All Felonies & Misdemeanors
- Theft - Burglary - Assault
- Drug Charges - DUI
- Juvenile Offenses
- Domestic Violence
- Reinstatement of driver's licenses
- Deferred prosecutions Search and seizure issues
- Traffic infractions
- Restoration of firearms rights
- DOL Hearings

For your convenience, we have information about the legal process on our [FAQ](#) section, including DUI información en español.

Let us help you get your rights restored and your record cleared. Contact Howson Law Office today for a free consultation!

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Call Toll Free: 877-TCC-1333

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There's News  
Monday, 26 November, 2007

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944

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DESIGN & MARKETING EXAMPLES

# TYREL COLWELL

MARKETING SPECIALIST

**'80s PROM Night**

DINNER & DANCE  
**JUNE 21**

Show Starts at 6pm  
(Doors Open at 5:30pm)

GENERAL ADMISSION: \$45  
ADMISSION INCLUDES CATERED DINNER AND 90-MINUTE PERFORMANCE BY HITZ WAVE

TICKETS AND INFORMATION AVAILABLE AT SWINHISCASINOANDLODGE.COM

*Halibut is back on the menu!*

**13moons**  
STEAK • SEAFOOD • WINE

Make a reservation by calling 360.588.3525 or visiting [OpenTable.com/13moons!](http://OpenTable.com/13moons!)

**SLOTS O'FUN**

SLOT TOURNAMENTS EVERY SUNDAY IN APRIL

**MARCH 28 - APRIL 25**  
2PM - 6PM

Visit a Promotional Kiosk daily for one free entry and up to 4 additional entries for every 250 points earned, up to 3 total entries daily.

**WIN UP TO \$1,000 IN PROMO PLAY!**

SWINHISH CASINO & LODGE

**BATTLE @ THE BAY XXV**

LIVE CAGE FIGHTS

GUEST APPEARANCE: UFC HEAVYWEIGHT DANIEL SPITZ

**OCTOBER 19 / 7PM / WA WALTON EVENT CENTER**

PURCHASE TICKETS NOW AT [SWINTICKETS.COM!](http://SWINTICKETS.COM!)

**Summer SPINS**

JULY 4-JULY 26

EARN POINTS THROUGHOUT THE WEEK TO QUALIFY FOR A \$2,500 BONUS!

THEN WIN UP TO \$2,500 IN PROMO PLAY

EARNED POINTS	PROMO PLAY
1,000	\$100 IN PROMO PLAY
1,500	\$500 IN PROMO PLAY
3,000	\$1,000 IN PROMO PLAY
10,000	\$2,500 IN PROMO PLAY

\$2,500 BONUS AVAILABLE SUNDAY OR MONDAY AFTER EARNING PERIOD.

FEBRUARY 16

**Mardi Gras SPECIAL**

**Shrimp Etouffee - \$16.99**

Cajun stew with shrimp, celery, onion, and green peppers

SWINHISH CASINO & LODGE

DESIGN & MARKETING EXAMPLES  
**TYREL COLWELL**

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March's  
**Mad Dash**  
 MARCH 1-26

EARN 250 POINTS, THEN VISIT A PROMOTIONAL KIOSK TO PLAY A VIRTUAL GAME AND WIN UP TO \$1,000 IN PROMO PLAY!

ONCE PER DAY, UP TO FIVE TIMES PER WEEK, WIN PROMO PLAY, BONUS POINTS OR DINING OFFERS.

SWINOMISH CASINO & LODGE

**Easter Special**  
 APRIL 4

CARVERS 11AM-10PM SPORTS 4PM-10PM

Ham Dinner with mashed potatoes, mixed vegetables, a roll, salad, and carrot cake. *Only \$15.99*

SWINOMISH CASINO & LODGE

**Cupid's Crush**

FEBRUARY 14, 11AM-8PM

EARN 250 POINTS, THEN VISIT A PROMOTIONAL KIOSK TO PLAY A VIRTUAL GAME TO WIN UP TO \$500 IN PROMO PLAY!

POINTS MUST BE EARNED AFTER 8AM. PROMO PLAY OFFERS IN FORCE AFTER ACTIVATION. MANAGEMENT RESERVES ALL RIGHTS.

SWINOMISH CASINO & LODGE

LEPRECHAUN'S  
**POT OF GOLD**  
 MARCH 15 11AM-8PM

EARN 250 POINTS FROM VISIT A PROMOTIONAL KIOSK TO PLAY A VIRTUAL GAME TO WIN UP TO \$500 IN PROMO PLAY!

SWINOMISH CASINO & LODGE

*New Year's Eve*  
**2021**

WIN YOUR SHARE OF OVER **\$42,000** in Promo Play & Prizes!

EARN & GET	INSTANT HITS	DRAWINGS
8AM - 3PM UP TO \$21,000	3PM - 8PM UP TO \$2,021	8PM - 11PM UP TO \$19,000

MANAGEMENT RESERVES ALL RIGHTS.

SWINOMISH CASINO & LODGE

**Boomin' TUESDAY \$50**

- INSTANT HITS
- \$5 DINING DISCOUNT (11AM-MIDNIGHT)
- 2X POINTS (10AM-11PM)
- \$5 PROMO PLAY (11AM-MIDNIGHT)
- 2X POINTS (8AM-MIDNIGHT)

SWINOMISH CASINO & LODGE

**V2 MONDAY**

- 2X POINTS
- 2X DINING
- \$2K INSTANT HIT DRAWINGS

Monday  
 2X POINT MULTIPLIER  
 2-FOR-1 DINING OFFER

Instant Hit Drawings:  
 Win your share of \$2,000 in Promo Play!

SWINOMISH CASINO & LODGE

*Valentine's Day Special*  
 FEBRUARY 13-14 11AM-8PM

100% OFF FOR COUPLES

*Three-Course Meal*  
 FEATURING SURF & TURF WITH FILET MIGNON AND LOBSTER TAIL. INCLUDES SOUP OR SALAD AND DESSERT.

SWINOMISH CASINO & LODGE

**LABOR DAY SURPRISE SPINS**  
 SEPTEMBER 6 & 7, 8AM-12AM

WIN UP TO \$500 IN PROMO PLAY!

SWINOMISH CASINO & LODGE

**SWINOMISH KARAOKE**  
 SUNDAYS, STARTING AT 8PM

SWINOMISH CASINO & LODGE

**Birthday SPINS!**

CELEBRATE YOUR BIRTHDAY MONTH WITH US! VISIT THE PLAYER'S CLUB TO:

- WIN BONUS POINTS OR UP TO \$100 IN PROMO PLAY
- RECEIVE \$10 DINING OFFER
- RECEIVE A SPECIAL GIFT!

SWINOMISH CASINO & LODGE

**MIDLIFE CRISIS**  
*A Cow-Boying Hero*

**Valentine's DANCE**

FEBRUARY 15 at 8pm  
 WA WILTON EVENT CENTER

FEATURING THE MUSIC OF ELLYOTT HUNTER

\$10 INCLUDES LIVE ENTERTAINMENT

Purchase tickets at SWINTICKETS.COM or at the Lodge prior to show.

SWINOMISH CASINO & LODGE