

KYLE PAYNE

CREATIVE DIRECTOR

Brand Strategy · Experiential Marketing · Campaign Development · Art Direction

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PROFESSIONAL SUMMARY

Creative Director with 10+ years of progressive experience in brand development, experiential marketing, and campaign production spanning automotive, motorsports, consumer products, and B2B markets. At HEXIS Americas, built the brand's entire creative infrastructure from the ground up — overseeing global product launches, trade show strategy, digital campaigns, and a professional motorsports sponsorship that placed original brand identity on an IMSA GTD race car. Consistently delivers measurable results: 45% trade show lead growth over four years, a \$150K strategic cost reallocation that maintained lead volume, and product launches that sell out in under two weeks. Equally strong in strategic vision and hands-on execution — directing international production shoots, designing immersive environments, and developing installer and influencer networks that drive authentic, organic demand.

CORE COMPETENCIES

Brand Identity & Visual Systems · Creative Direction & Art Direction · Campaign Strategy & Development
Experiential Design & Trade Show Execution · Global Product Launch Management · B2B & B2C Marketing
Digital Marketing & Social Media Strategy · Content Production & Photography Direction · Influencer & Installer
Network Development · Budget Management & Cost Optimization · Motorsports Brand Activation · Live
Streaming & Video Production · Vendor & Distributor Relations · Team Leadership & Cross-Functional
Collaboration · Marketing Automation

PROFESSIONAL EXPERIENCE

Creative Director | HEXIS Americas

2022 – Present

Automotive vinyl wrap film manufacturer — B2B distributor network + B2C enthusiast market

Lead all creative direction, brand strategy, and marketing operations. Sole architect of brand identity, campaign development, trade show programs, digital content, and partnership activations for the North and South American markets.

Brand Development & Product Launch

- Directed the global launch of HXONE Super Gloss — selected from HEXIS's entire worldwide marketing network to lead content strategy and production, organizing shoots across Paris and Las Vegas to position the flagship product at premium tier.
- Created the complete XSHIELD brand identity from zero — logo design, visual systems, and marketing collateral — achieving placement on a VDSR professional GTD race car in the IMSA series and on official team apparel at Daytona.
- Executed CF001 Carbon Fiber PPF launch using a \$2,000 total marketing investment; sold out in under two weeks with 2+ months of sustained backorder — became the #1 product in its category, driven by installer word-of-mouth and UGC.

- Engineered the MATMAK → HPL (HEXIS Precut Lab) rebrand strategy: diagnosed an irreparable market perception problem, renamed and relaunched the product at SEMA, growing daily free trial users from 18 to 120 — a 6x increase with the same product.
- Designed and executed 9+ consecutive months of alternating B2B/B2C promotional campaigns sustaining consistent audience engagement and conversion across the distributor and enthusiast base.

Trade Show & Experiential Marketing

- Grew SEMA trade show leads by 45% over 4 consecutive years (2022–2025) — from 1,480 to 2,150 qualified leads — through progressive booth design evolution, pre-show geo-targeted advertising, structured lead capture, and livestreamed product reveals.
- Pioneered HEXIS's twin-booth SEMA strategy: simultaneously operated distinct booths for two brand lines with separate visual identities, dedicated staff, and structured visitor flow — generating 2,150+ leads and 2 new strategic partnerships at the 2025 show.
- Achieved 3x YoY lead growth at ISA 2025 (942 to 2,700 leads) through a distributed activation model — replacing a single HEXIS booth with coordinated distributor and partner booth placements, saving \$150K+ while expanding market reach.
- Coordinate end-to-end trade show execution including logistics, vendor management, booth design, staff training, content scheduling, and post-event lead nurturing workflows.

Digital Marketing & Content Strategy

- Achieved sustained 6–7% annual social media follower growth; executed a targeted video and influencer campaign driving a 10% follower increase alongside a 12x engagement spike.
- Pioneered live streaming for product launches and software demos, growing live viewership 4x (50 to 200+ viewers) with worldwide reach during SEMA reveals.
- Built and managed an installer influencer network generating authentic UGC, testimonial content, and organic product advocacy that consistently outperformed paid alternatives.
- Directed all in-house photo and video content including shoot direction, post-production, and distribution across social, email, and distributor networks.
- Managed Meta Business Suite, ManyChat, and Benchmark email automation platforms to run segmented campaigns and lead nurture sequences across 50+ distributor and partner accounts.

Budget Management & Operations

- Reallocated \$150K from trade show presence toward high-ROI digital initiatives including social content, influencer collaborations, and live streaming — maintaining lead volume while reducing total event expenditure.
- Managed vendor, fabricator, and agency relationships for all print, large format, and experiential production with consistent on-time, on-budget delivery.
- Oversaw technical support and customer success for HEXIS Precut Lab (HPL) software across 50+ distributor partners.

Architectural Sign Designer | Henry Graphics

2022

- Designed architectural signage for commercial and corporate clients ensuring brand compliance, ADA compliance, and fabrication-ready production files.
- Managed multiple concurrent client projects under tight deadlines, coordinating with project managers and installation teams for large-scale signage delivery.

Production Manager | Euro Vision LLC

2021 – 2022

- Managed full production workflow for print and sign shop — coordinating between sales, design, and installation teams for vehicle wraps and large-format printing.
- Implemented quality control processes ensuring consistent color accuracy and output standards across digital printing and finishing operations.

Production Manager | *Digital Arts Studio*

2017 – 2021

- Led production operations for 4 years overseeing print design, large-format output, and client project execution for a high-volume design and print shop.
- Developed and documented production workflows that improved turnaround times without sacrificing quality standards.
- Trained and supervised production staff on equipment operation, color management, and professional finishing techniques.

EDUCATION

Bachelor of Fine Arts (BFA) — Drawing, Painting & Printmaking

2015

Georgia State University · Atlanta, GA · Summa Cum Laude

TECHNICAL SKILLS

Design & Production: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW, Final Cut Pro

Marketing & CRM: Salesforce, Meta Business Suite, ManyChat, Benchmark Email, Instagram, Facebook

Trade Show & Experiential: Booth design & fabrication management, large format production, live streaming production

Precut Software: HEXIS Precut Lab (HPL), Matmak

Productivity: Microsoft Excel, PowerPoint, Google Slides, Outlook, Microsoft Teams

SELECT ACHIEVEMENTS

- 45% SEMA lead growth over 4 consecutive years (1,480 → 2,150 qualified leads)
- 3× ISA lead volume increase in 2025 (942 → 2,700 leads) through distributed activation model saving \$150K+
- CF001 product launch: \$2K total investment, sold out in under 2 weeks, became #1 in category
- MATMAK → HPL rebrand: 6× daily trial user growth (18 → 120/day) with identical product
- 4× live streaming viewership growth for SEMA product reveals (50 → 200+ concurrent worldwide viewers)
- XSHIELD brand identity: original logo-to-launch design placed on IMSA GTD race car and team apparel
- HXONE Global Launch: selected from HEXIS's entire worldwide marketing network to lead strategy and production
- 10% social media follower growth + 12× engagement spike through targeted video and influencer campaign