

TIM BOKNECHT

CREATIVE DIRECTOR | BRAND & CONTENT STRATEGY | INTEGRATED CREATIVE | TEAM LEADERSHIP

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PROFILE

Creative Director with 25+ years leading teams and building audience-focused brand work across video, digital, commercial content, design, motion, audio, and original music. Led multidisciplinary creative teams of up to eight while staying close to strategy, concept, production, and final delivery. Later built and operated a service business that grew annual revenue approximately 248% from 2021–2025, with double-digit or greater growth every year. Brings creative vision, talent development, production fluency, operational rigor, and business accountability.

CREATIVE & LEADERSHIP EXPERTISE

Creative Direction • Brand & Content Strategy • Integrated Campaigns • Creative Team Leadership • Talent Development • Concept Development • Brand Storytelling • Video & Content Production • Directing • Editing & Post • Motion & Audio • Client & Stakeholder Presentations • Cross-Functional Leadership • Creative Operations • Budget & Resource Management • Generative AI Workflows

PROFESSIONAL EXPERIENCE

Owner / President | America's Swimming Pool Company of Tulsa | Apr 2021 – Sep 2026 | Tulsa, OK

- Founded and scaled a service business, growing annual revenue approximately 248% from 2021–2025 with double-digit or greater growth every year while building the brand, team, customer base, processes, and operations.
- Led marketing, sales, customer experience, hiring, team development, financial management, vendor relationships, and day-to-day operations, adding a strong business perspective to creative leadership.

Creative Services Director | Cox Media Group | Apr 2017 – Dec 2020 | Tulsa, OK

- Led and developed an eight-person multidisciplinary Creative Services team producing brand marketing, promotion, and client commercial content across television, radio, and digital channels.
- Set creative direction from first idea through final delivery across video, digital, audio, design, and motion—guiding concepts, copy, shoots, post-production, and quality while aligning work with audience and business objectives.
- Partnered with Sales, News, clients, and leadership while managing simultaneous projects, workflow, resources, team performance, employee development, and departmental budgets.

Marketing & Creative Services Director | KAKE-TV / ABC | Jul 2015 – Apr 2017 | Wichita, KS

- Led a four-person creative team delivering station brand marketing, promotion, and client commercial production across video, digital, audio, and design.
- Directed creative strategy and integrated campaigns, partnered with Sales and leadership, managed budgets and performance, and contributed to development of a custom news music package.

Senior Promotions Producer | KAKE-TV / ABC | Jan 2003 – Jul 2015 | Wichita, KS

- Created award-winning brand, news, community, and commercial campaigns from ideation and copy through directing, shooting, lighting, editing, motion, sound design, and final production.

Promotions Producer | KSNW-TV | Jun 1998 – Jan 2003 | Wichita, KS

- Developed station image, topical news, and community-event campaigns from concept through finished production.

ADDITIONAL CREATIVE EXPERIENCE

Performing Musician / Front Person / MC | Independent | Ongoing

- Perform as vocalist/front person and multi-instrumentalist with multiple live acts, bringing firsthand experience in audience engagement, pacing, collaboration, improvisation, live sound, staging, and what connects with people.

Independent Music & Audio Production | Wrote and produced custom commercial jingles and original music, including music for Gray Television's MomsEveryday programming.

Adjunct Instructor | Tulsa Community College | Fall 2019 | Taught college-level audio production coursework focused on Adobe Audition.

EDUCATION, RECOGNITION & TECHNOLOGY

Bachelor's Degree in Communication | Wichita State University, Wichita, KS

Multiple Kansas Association of Broadcasters awards across station promotion and commercial categories • Outstanding Electronic Media Graduate Award, Wichita State University Elliott School of Communication

Adobe Creative Cloud: Premiere Pro, After Effects, Photoshop, Illustrator, Audition • Microsoft Office • Generative AI: ChatGPT for creative development, research, ideation, workflow optimization, and productivity