

Contact

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Top Skills

Data Analysis

Systems Design

Graphic Design

David Bussell

Head of Creative & Internal Consultant at J & M Tile, Granite & Marble; Masters Student (Culture & Capital) at VCU
Richmond

Summary

I am a researcher and critical thinker with a focus on capitalisms as cognitive, behavioral, and productive conditions. I have self published a three-volume tome (719pp.) containing essays and theory work on particles, currency, education, self-making, aesthetics, modernity, economics, borders, and work - as well as multiple poetic and theoretical sub-texts which serve as constellations to this primary project. I have an expansive portfolio of design work, both digital and physical - done in part for branding initiatives, virtual platform building for clients, for pleasure and learning, and as album art for my music. To date, I have published over 2,000 songs for various projects, and continue to compose, for text, canvas, and sound. These creative processes are inextricable from my work as a consultant and creative lead.

Currently, I am a Masters candidate at Virginia Commonwealth University, specializing in Culture and Economics. Additionally, I am working as the Head of Creative (while advising) for J & M Tile, Granite & Marble, a family-owned and operated home remodeling company based in Northern Virginia. I recently worked in-house on creating a cohesive and contemporary brand identity for GlobalWorx, a data management software company in Richmond, VA. Prior to these engagements, I conceived and constructed strategic implementations of Workfront (a work, project, and process management program) for multiple Fortune 500 companies (including Discover Credit Card, JLL, and Trane) as a junior consultant at LeapPoint, based in Northern Virginia.

Experience

J & M Tile, Granite & Marble

Head of Creative & Internal Consultant

October 2019 - Present (1 year)

Richmond, Virginia Area

Responsible for leading a holistic overhaul of the business process, bringing J & M into the digital age - from cloud based data and project management design to online sales and client relations. Additionally, responsible for designing and overseeing the entirety of the J & M brand, marketing, and media presence (digitally and virtually) - as well as designing and creating promotional materials, website, product marketing, digital content, logos, and lettering. Responsible for hiring, business organization, and assisting the CEO in conducting major financial decisions during this period of time. Managing an in-house media team; organizing and training the front office and project managers on overhauled business process. Designed and developed the J & M Digital Showcase (2020) which contains the entirety of J & M's product information for client use.

Virginia Commonwealth University

5 years 2 months

English Research (MA): Culture and Capital

December 2019 - Present (10 months)

Richmond, Virginia Area

Designing and fulfilling an English Research Masters Degree at Virginia Commonwealth University with a focus on Culture & Capital.

Bachelor of Interdisciplinary Studies (BIS): Culture & Capital

August 2015 - December 2019 (4 years 5 months)

Richmond, Virginia Area

Designing and fulfilling a degree in Culture and Economic Theory at Virginia Commonwealth University under the Bachelor of Interdisciplinary Studies program umbrella.

GlobalWorx, Inc.

Branding & Design

March 2019 - August 2019 (6 months)

Richmond, Virginia

Working in-house on rebrand, marketing, website, and social media initiatives for GlobalWorx, a data management software company. Directly assisting the CEO in building a brand identity; supplementing this identity with multipurpose design materials used in ad campaigns, presentations to current and potential clients, social media, and on the company website. Advising in the larger direction of the company in a consulting capacity - specifically in regard to image and messaging in the branding and advertising of GlobalWorx.

LeapPoint

Junior Consultant

March 2017 - February 2018 (1 year)

Washington D.C. Metro Area

Building out and implementing highly customized Workfront systems for several Fortune 500 companies, including Discover Credit Card, Trane, and JLL. As a Junior Consultant, learning from the LeapPoint team the intricacies of assembling work and project governance rules for corporate teams. Implementing roles, work types, and levels of access and insight to create sophisticated and organized solutions for work and processes formerly organized locally and informally.

Education

Virginia Commonwealth University

English Research (MA) - 'The Culture of Capital', Culture & Economics · (2019 - 2021)

Virginia Commonwealth University

Bachelor of Interdisciplinary Studies (BIS) - 'The Culture of Capital', Culture & Economics · (2014 - 2019)

Bard College at Simon's Rock

Associate of Arts - AA, Cultural Studies/Critical Theory and Analysis · (2012 - 2014)