

DANIEL TERRY

» GRAPHIC DESIGN

» CREATIVE DIRECTION

» BRANDING

CONTACT

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EXPERTISE

Art Direction
Creative Direction
Branding
Graphic Design
Digital Advertising
Content Creation
Product Development
Event Activation
Project Management
Storyboarding
Copywriting
Visual Storytelling
Typography

SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Mural
Monday.com
Google Suite
Microsoft Office

EDUCATION

Dowling College, Oakdale, NY
B.A., Graphic Design & Digital Art
Minor in Marketing Communications

» *Magna Cum Laude*

» *Dean's List*

» *National Society of
Collegiate Scholars (NSCS)*

PROFILE

A Creative Manager with demonstrated success in the hands-on design and creation of impactful visual assets for brand strategies and marketing campaigns. Possesses a keen eye for detail and a proven history of strong leadership in overseeing and directing a team of creatives. Skilled in innovative design with a unique talent for storytelling. Thrives in an ever-changing and fast-paced environment through exceptional communication and interpersonal abilities.

WORK EXPERIENCE

TYR Sport Inc. | Farmingdale, NY

Creative Manager

07/2022 - Present

- Conceptualize and produce compelling imagery and assets tailored to multiple platforms, ensuring consistency and resonance with target audiences across digital and physical channels.
- Direct the development and execution of cohesive visual strategies for 360° marketing campaigns, including social media, e-commerce, retail, and events, driving brand awareness and customer engagement.
- Collaborate with cross-functional teams to align creative vision with marketing objectives, enhancing the overall impact and reach of promotional initiatives.
- Direct photo shoots, video productions, and graphic design projects, resulting in high-quality content that captures the essence of the brand and resonates with consumers.
- Manage a team of internal and external designers, photographers, and videographers, fostering a collaborative environment that encourages innovation and creativity.
- Implement data-driven insights to refine visual content and creative strategies, ensuring alignment with consumer preferences and market trends, resulting in highly targeted and effective campaigns.
- Orchestrate the seamless integration of visual elements into marketing materials, enhancing the overall aesthetic appeal and coherence of brand messaging.
- Create and implement creative concepts for high-profile events, boosting attendee engagement and increasing brand exposure through interactive design and eye-catching visuals.
- Ensure all creative assets meet brand standards and guidelines, maintaining a consistent and polished brand image across all marketing touchpoints.

Associate Creative Manager

08/2019 - 07/2022

- Produced a high volume of diverse print and digital marketing materials for brand campaigns, event activations, e-commerce platforms, and social media channels, ensuring consistent quality and alignment with brand standards.
- Directed and executed multiple projects and photo/video productions simultaneously, prioritizing tasks and allocating resources effectively to meet tight deadlines.
- Presented creative concepts and strategies to senior leadership and stakeholders, gaining approval and buy-in for major campaigns.
- Managed all internal and external creative briefs, assigned projects to the creative team, and ensured projects were completed on time and within budget.

Graphic Artist

09/2015 - 08/2019

- Lead Designer for all print and digital marketing materials for sales, brand campaigns, e-commerce, e-mail, and social media.
- Designed marketing campaigns and events for over 90 trade shows and sports competitions, including the Olympic Games.
- Developed and pitched storyboards, wire-frames, soundtracks, and scripted voice-overs for brand videos and advertisements showcased on NBC Sports and the Olympic Channel TV.
- Created and crafted compelling product names, descriptions, slogans, and technical features, applying strong copywriting skills to swimwear, apparel, footwear, and accessories.

PREVIOUS EXPERIENCE

Marketing Associate, HIA-LI, Hauppauge, NY

06/2014 - 09/2015