

TM | TERRY MAYER CREATIVE RESUME

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GREAT CREATIVE STARTS WITH A GREAT IDEA.

Team oriented, effective leader combines strategic insight, creative vision, management expertise and the right attitude to generate revenue, build brands, energize teams and engage customers.

EXPERIENCE

Acceptance Insurance • Creative Marketing Manager/Designer, January 2022 – Present

Managed a team of top-notch designers in creating strategic content to drive customer engagement at the local level while holding consistency within the brand. From social media campaigns to store graphics(external & internal), local events like Back to School and Trick or Trunk, as well as a multitude of promotional campaigns across 300 stores in 13 states. Managed the online marketing portal to deliver brand consistency for all stores.

Park Lawn Corporation • Creative Director/Digital Designer, July 2021 – January 2022

Creating multi-channel marketing content for various funeral service properties including pet services. External and internal marketing communications — online and off. I work closely with ownership to develop the social content calendar as well as key sales marketing efforts for various locations.

Advance Financial • Creative Director/Art Director/Digital Designer, May 2019 – June 2020

Led a team of designers and writers and successfully improved the brand across a multitude of platforms, including web, mobile, email marketing, direct, social, and print. Launched one of the most profitable email promotional campaigns in company history resulting in more than three million dollars in loan activity.

Freelance Art Director / Designer • August 2017 - May 2019

Adept at researching and crafting highly successful marketing campaigns for a wide variety of clients and industries. Collaborative team player with well-developed written and verbal communication skills.

Javelin Marketing Group • Creative Director/Art Director, June 2014 – August 2017

Clients: AT&T-Consumer, Small Business, and Entertainment, Citi Bank ThankYou Rewards, Hyatt Global Hotels, ACE Cash Express, Sparkling Ice, Humane Society of United States, New Biz

Led a team of highly-trained creatives to develop global and national digital and print campaigns across various client partners. I led the Citi Bank creative in developing internationally recognized, award-winning work for their Citi ThankYou® loyalty program in 2015 and 2016.

TM Advertising • Director, Design & Creative Services, February 2013 – June 2014

Clients: American Airlines, Community Coffee, TGIFridays, Captain D's Restaurant, Discover Card, New Biz

Led a team of designers and mac artists to design and execute client projects within brand and within budget. I collaborated with the Group Creative Director daily on all project work. I routinely met with the team leads to develop plans for new business and was instrumental in creating and executing digital and print channels.

RAPP • Creative Director/Art Director, September 1998 – January 2013

Clients: Bank of America, SunTrust Bank, AT&T, Time Warner Cable, HP, Best Buy, Enterprise Rent-A-Car, Hyatt Hotels, Brinker International, Toyota, DIRECTV, Direct Energy, Shell Energy, New Biz

Led a creative team across several National and Global accounts driving client business through digital and print to successful ROI's. Was an integral part of a collaborated effort with several Omnicom agency's to pitch and win new clients, such as AT&T, Bank of America and Time Warner.

ACCOMPLISHMENTS & SKILLS

- International ECHO Award winner in the financial category(2015 Silver Award, 2016 Bronze Award)
- Adept at generating breakthrough creative solutions to strategic business challenges
- Skilled at integrating multiple communications channels to create seamless consumer experience and optimize program performance
- Ability to lead and inspire cross-functional project teams incorporating design, UX, multimedia, planning, writing, analytics, operations, production, strategy and project management
- Excelled at fostering collaborative and synergistic working relationship with clients

Software:

Adobe Suite - Photoshop, Illustrator, After Effects, InDesign

Google Suite

MS Office: PowerPoint, Excel, Word

Project Management Platforms: wrike, Trello, Jira, BaseCamp, AtTask, asana

Skype, Slack, What's App

Cloud Content File Management: Box.com, DropBox

Microsoft Teams, zoom

VOLUNTEER

2023

Habitat for Humanity of Greater Nashville

2022

Second Harvest Food Bank of Middle Tennessee

2020-21

"The Giving Garden" — Franklin First United Methodist Church

2019 The Nashville Humane Association

HOBBIES

Traveling, Cooking, Hiking, Collecting Baseball Memorabilia

EDUCATION

Southern Illinois University at Carbondale, Bachelor of Visual Communications/Fine Arts