

TERRI L. BAILEY

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CREATIVE MARKETING DIRECTOR

Experienced Creative Marketing Director with a successful background in strengthening brand loyalty and increasing profitability for companies by providing award-winning creative campaigns and strategic marketing solutions

PROFESSIONAL EXPERIENCE

Creative Marketing Director • Identities Advertising, Inc. • Boone, North Carolina • 1999 – present

Clients: S&M Brands, Inc. (Bailey's and Tahoe); Watauga Women's Center; Carolina Orthopaedic; Elk River Club; Brightwater; RiverWalk at Todd; Powder Horn Mountain; MyMountainCommunity.com; Precision Cabinets; Distinctive Cabinetry; The Sanctuary; Boone Area Chamber of Commerce; Watauga Economic Development; Crippen's Country Inn; Chetola Resort; Blue Ridge Healthcare System; Harmony Timberworks; Appalachian Urgent Care

- Collaborated with clients in initial stages of project development
- Supervised creative team and directed all aspects of design & production
- Created marketing plans utilizing point-of-purchase, collateral, direct mail, newspaper and magazine ads, billboards, websites
- Conceptualized and developed advertising designs intended to meet the objectives of the marketing plans
- Strengthened brand recognition for clients by communicating an attractive and consistent public presence
- Launched a consumer loyalty program for S&M Brands that included procuring merchandise, creating a consumer catalog, providing advertising (in-store displays and promotional materials), overseeing distribution of merchandise and creating a consumer database
- Collaborated with President/Owner to ensure marketing plans were within budget allowance
- Developed front-end website designs and utilized SEO strategies to improve volume and quality of traffic to websites
- Managed and art directed external vendors including photographers, producers, illustrators, copywriters, printers
- Organized execution and budget of extracurricular functions
- Supplied server and workstation computer support and organized digital archives

Internet Assessor • Lionbridge Technologies, Inc. • Waltham, Massachusetts • 2009 – present

- Evaluated results of web searches for appropriateness to search query input

Art Director • Coyne-Beahm, Inc. • Greensboro, North Carolina • 1998 – 1999

Clients: R.J. Reynolds; Greater Greensboro Open Golf Tournament (PGA Tour)

- Brainstormed concept development with creative team
- Designed national consumer, trade and outdoor print advertising campaigns
- Produced relationship marketing tools including a quarterly magazine for DORAL customers that engaged them in the brand with consumer-generated content, brand events and promotions
- Organized and participated in consumer loyalty program events
- Ensured that clients maintained a consistent brand image throughout all media
- Teamed up with Account Executive and Creative Director for client presentations
- Directed designers, artists, copywriters and photographers
- Managed photography budgets

Art Director • Bradford Communications, Inc. • Hickory, North Carolina • 1996 – 1998

Clients: Fresh Foods, Inc. - Pierre Foods, Claremont Restaurant Group (including Western Steer, Sagebrush Steakhouse, Prime Sirloin and Bennett's Smokehouse restaurants) and Mom'n'Pop's Country Ham & Bakery Division; Alcatel Telecommunications; Grace Hospital

- Designed corporate identity packages for both B2B and B2C clients
- Created advertising collateral, direct mail, annual reports, billboards, in-store signage, packaging, newspaper and magazine ads
- Advertised product lines in grocery stores, restaurants and vending machines throughout the Southeast
- Directed photographers and managed press checks

National Grand Opening Manager • Lowe's Companies, Inc. • North Wilkesboro, North Carolina • 1991 - 1995

Clients: Hunter; Closet Maid; Kohler; Delta; Ortho; Maytag; Sony

- Pioneered a new department that coordinated all national grand opening campaigns and provided follow-up advertising support
- Scheduled and managed design of all grand opening marketing
- Worked directly with merchandising managers and media buyers to meet each store's needs based on geographics and demographics
- Elected repeatedly to chair company events and meetings

Designer • Lowe's Companies, Inc.

- Directed photography and conceptualized ads for the award-winning Southern Living campaigns
- Designed day-to-day promotional advertising including newspaper ads, direct mail tabloids, flexi mailers and billboards
- Created "the look" for the presentation of Lowe's NASCAR race car

Production Artist • Lowe's Companies, Inc.

- Prepared ads and catalogs for print (includes preparing mechanicals and prepress work)
- Created line art and digital art of product lines

PARTICIPATORY MEMBERSHIPS

County Board Member • United Way • Wilkesboro, North Carolina • 1993 - 1995

- Brainstormed new campaign and fundraising ideas at United Way board meetings
- Organized and implemented annual campaigns
- Designed collateral and promotional items

Committee Member • March Of Dimes • Wilkesboro, North Carolina • 1993 - 1995

- Provided marketing support
- Designed collateral and promotional items

EDUCATION

Bachelor of Fine Arts in Design • University of North Carolina at Greensboro • 1990

AWARDS

- International Summit Awards - 1st (2 times), 3rd (3 times)
- International Communicator Award - 1st, 2nd (4 times), Honorable Mention (2 times)
- ADDY Award
- Business Marketing Award of the Carolinas - Silver (2 times)
- Lowe's Companies - First-place logo design

COMPUTER PROGRAMS

- Proficient in both Macintosh and PC platforms
- Proficient in following software:
Adobe Creative Suite 4 (CS4) - Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Acrobat
QuarkXPress
FileMaker Pro
Macromedia Director
Microsoft Office - Word, PowerPoint, Excel
HTML, CSS, JavaScript
- Recently finished the following classes: XHTML, Java, PHP, MySQL