

combahee

Terry Combahee
Creative Director

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Portfolio / www.combahee.com

PROFILE

A passionate, collaborative, hybrid-skilled creative director with over 20 years of creative brand development and advertising experience in the sports, entertainment, consumer packaged goods, financial services, retail, healthcare, legal, B2B, travel & leisure and building products industries. Bridges the distance between business strategy and creative execution. International experience developing client relationships. Leads and connects people within organizations.

EXPERTISE

**Creative Direction / Graphic Design / Art Direction / App Development
Strategic Planning / Mobile Development / Web & Print Production**

EXPERIENCE

Senior Manager / Creative
The Atlanta Hawks & Philips Arena
Atlanta, GA / 2010 - Present

Oversee brand creative execution across touchpoints that include:

- Publications
- Game Operations support
- Online support
- Corporate Communications
- Brand Identity
- Sales
- Interactive
- Advertising

Creative Director / Whitespace Design
Atlanta, GA • 1998 – Present

- Lead in the development of cross-platform brand creative and strategy
- Developed and produced the rebranding strategies and brand components of client companies ranging from \$5m to \$280m in revenue
- Collaborated on marketing strategy and produced the brand touchpoints of campaigns that resulted in a \$3m to \$6m increase in rental revenue over 3 years
- Designed and delivered a 350,000 piece-per-year direct mail campaign that grew client's merchandise sales from \$10m to \$33m over 4 years
- Designed and co-developed "Chester's Spelling Farm" iPhone App

Senior Graphic Designer / Trousdell Design
Atlanta, GA • 1992 – 1996

- Designed and produced print collateral, packaging and advertisements
- Directed photoshoots
- Represented studio on press checks
- Directed Junior Designers
- Mentored by Don Trousdell

Graphic Designer / J. Walter Thompson / JWT Specialized
Atlanta, GA • 1997 – 1998

- Designed and produced print collateral and advertisements

EDUCATION

University of South Carolina – BA / Journalism • 1991

SKILLS

Photoshop, Illustrator, Dreamweaver, InDesign, Fireworks, Flash, MS Office
Deep domain knowledge of brand development, graphic design and typography
Strong understanding of Actionsript, CSS, HTML, PHP, SEO, social media, information architecture, usability, technology, experience design, Final Cut Pro and DVD Studio Pro

Advertising
Banner Ads
Brochures
Business Cards
Business Forms
Direct Mail
DVDs
Email Marketing
Letterhead
Logos
Newsletters
Packaging
Posters
PowerPoint
Proposals
Products
Public Relations
Sales Collateral
Signage
Standard Manuals
Trade Shows
Websites
Uniforms
Vehicles

Brand Experience

Albany Door Systems
The Atlanta Hawks
The Atlanta Thrashers
Ames Taping Tools
The Atlanta Braves
Atlantic Records
Auntie Anne's Pretzels
The Bahamas Film
Commission
Casey Gilson P.C.
ChoicePoint
CNN
Emory University
Fisher-Price
The Georgia Tourism
Board
Georgia Power
Holiday Inn Worldwide
Hootie & The Blowfish
Edwin McCain
Amy D. Morris Interiors
TBS
TNT
Universal Studios
WalMart