

# 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

**Designer / The Atlanta Hawks, The Atlanta Thrashers & Philips Arena  
Atlanta, GA / 2010 - Present**

- Designed logo and wrote copy for the Hawks "March to the Playoffs" campaign
- Led initiative for the use of QR codes on NBA and NHL game program covers and as part of Hawks and Thrashers print advertising campaigns
- Design and produce NBA & NHL game programs, team and arena print and online advertisements, team online content and team store merchandise

**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 Actionscript, 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