

TERRANCE PRICE

CREATIVE & MARKETING LEADER

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SUMMARY

Creative leader with 15+ years building brand platforms, integrated campaigns, and digital products for global brands including UPS, NASCAR, Doritos, and American Express. Award-winning agency background combined with founder-level ownership of brand, product, and business outcomes. I lead teams from insight through production and stay close enough to the craft to raise the work.

EXPERTISE

Creative Direction · Art Direction · Brand Platforms · Brand Identity Systems · Integrated Campaigns · Concept Development · Packaging · Digital Product Design · Team Leadership · Client Presentation · Production Oversight · Vendor & Agency Management · Budget Oversight · Mentorship

EXPERIENCE

CO-FOUNDER, BRAND & PRODUCT

EndoPantry | 1.26 – Present | Frisco, TX

- Designed and shipped a live web and desktop platform end to end, including customer experience, CMS, page builder, email builder, affiliate management, and automated messaging.
- Own brand, product, and marketing as co-founder, using AI-assisted development tooling to move from concept to production without an engineering team.

FOUNDER & CREATIVE DIRECTOR

Makers Gym | 6.19 – 12.25 | Frisco, TX

(Founded 2019 · Opened March 2021 · 13,000 sq ft)

- Founded and led a 13,000 sq ft creative coworking and production destination, owning brand strategy, visual identity, marketing, digital experience, environmental design, and customer experience from concept through operation. Trademarked the Makers Gym® and Made to Create® brands.
- Hired, managed, and developed a **staff of 12** against sales, membership conversion, customer experience, and content targets, and separately directed designers, photographers, videographers, freelancers, and production vendors across concurrent projects.

RECOGNITION

Best in Show, IIDA 2021
Gold Clío 2015
3x Effie 2016
Innovator of the Year 2023

TOOLS & TECHNOLOGIES

Adobe Creative Cloud
(Photoshop, Illustrator, InDesign, After Effects, Firefly)
Figma · SketchUp · Premiere Pro · Final Cut Pro · Lightroom Capture One · Webflow · Squarespace · Shopify · WordPress · Lovable · Claude · Nexodus · Meta Ads Manager · Keynote · PowerPoint · Asana

EDUCATION

THE UNIVERSITY OF

MEMPHIS, Bachelor of Fine Arts (B.F.A.), Graphic Design | 8.08 – 8.12

4A's Multicultural Advertising Intern Program (MAIP), 2012

BRANDS

Doritos · Cheetos · Tostitos
Topgolf · UPS · NASCAR
American Express · Nationwide · Siemens · Time Warner Cable · SweetTarts · San Pellegrino · Nesquik · Citizens Bank · Hellmann's · Jim Beam · Philips · BlackRock iShares · IBM · DuPont · Nestlé Cabela's · Castrol · Caterpillar Nescafé · Castle Lite · Depend St. Jude Children's Research Hospital · Tender Smokehouse Urban Hydration · K. RaShaé

- Produced four brand video campaigns including **22-person, five-location** production days.
- Grew the business to **325+** active members and **12,000+** recurring customers at **\$65K+** peak monthly revenue, serving clients including Microsoft, Dude Perfect, and the Dallas Cowboys. Won **Best in Show** at the IIDA Texas Oklahoma Design Excellence Awards and Frisco Chamber Innovator of the Year.

SENIOR ART DIRECTOR

The Marketing Arm | 8.17 – 6.19 | Dallas, TX

- Led integrated creative for Doritos, Cheetos, Tostitos, and Topgolf across packaging, in-store, digital, and experiential, operating with Associate Creative Director responsibilities and directing junior art directors.
- Developed entertainment partnership campaigns with Jurassic World, Spider-Man, and Madden, including an activation generating **350,000+** game plays, and a music platform with Lil Baby and Complex that reached **#15** on the Billboard chart.
- Designed consumer digital products and in-store retail systems, including a full modular endcap program for a national seasonal campaign.

FREELANCE CREATIVE DIRECTOR

M2 Creative Agency / Independent | 5.16 – Present | Dallas, TX

- Lead brand, campaign, and production work for consumer, hospitality, and beauty brands, including full rebrands of Tender Smokehouse, now running across five locations, and Urban Hydration, a nationally distributed beauty brand.

ART DIRECTOR

Ogilvy & Mather | 12.13 – 5.16 | New York, NY

- Designed the identity system for UPS “United Problem Solvers,” selected over competing directions from more senior creatives, then owned its expansion across TV, digital, print, and out-of-home and onboarded UPS’s global markets on its use. The platform won three Effie Awards for effectiveness across the US and UK.
- Art directed NASCAR’s “Change” campaign, leading all out-of-home artwork. Won a **Gold Clio**, and the work was installed in the NASCAR Hall of Fame. Directed photographers across campaign shoots and managed final edit and color grading on video work.

INTERACTIVE DESIGNER

OgilvyEntertainment | 8.12 – 12.13 | New York, NY

- Selected for the 4A’s MAIP program and placed at Ogilvy. Moved from intern to full-time within two months and contributed concept and design to the pitch that won NASCAR as the agency’s first entertainment agency-of-record account.