

TERONE ALLEN

BRAND CREATIVE ■ STRATEGY ■ CREATIVE DIRECTION ■ FILM & CONTENT PRODUCTION

🌐 [TERONEALLEN.COM](https://teroneallen.com)
✉ TERONE.ALLEN@GMAIL.COM
☎ 404-671-5353
🏠 COLUMBUS, GA

SUMMARY

Brand creative with 20 years of hands-on experience across brand strategy, identity design, film and video production, content marketing, and multichannel campaigns.

Background spans agencies, nonprofits, startups, and enterprise. Bringing cross-functional expertise across creative, production, and digital teams.

Strongest in brand strategy, creative direction, and building cohesive brand experiences rooted in culture and community. Growing in integrating AI tools into creative and production workflows.

EXPERIENCE

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS | Atlanta, GA
Graphic Designer | Mar 2023 to Present

Nonprofit | Civil Rights & Education | ~50 Employees | \$23.6M Annual Rev.
A cultural institution and human rights museum dedicated to sharing the American civil rights movement and global human rights efforts.

- Directed creative strategy and managed contract designers and vendors across digital, print, and environmental media, ensuring brand consistency across all internal and external channels
- Led branding and multichannel creative for annual Power to Inspire fundraising gala, contributing to \$1.49M raised and exceeding the goal by 24%
- Conceived and produced end-of-year giving campaign end-to-end — from donor interviews and video editing to email copy, visual design, and cross-platform distribution
- Developed content strategy and directed social media production with internal team and volunteers, growing Instagram to 20.4K followers, increasing engagement by 197%, and more than doubling post reach to 430K

CATER VERSE, LLC | Newnan, GA
Founder & Director | May 2019 to Mar 2023

Startup | Branding & Marketing Services | 10 Employees
Agency supporting small catering companies with branding & marketing strategies to streamline operations, build brand presence, and scale client acquisition.

- Founded a branding agency serving hospitality brands, leading stakeholder discovery sessions and brand strategy development to help clients identify their positioning and build from it
- Produced and directed brand films and promotional video content, driving client engagement and acquisition across digital platforms
- Designed and executed multichannel marketing campaigns across email and social media, maintaining a 47% average open rate and

ACHIEVEMENTS

\$1.49M Fundraising Event

- Led branding and creative strategies for annual gala, exceeding goal by 24%

300% Production Increase

- Streamlined prepress workflows, increasing production speed by 300%

Instagram Growth

- Grew to 20.4K followers, increased engagement by 197%, and doubled post reach to 430K

47% Email Open Rate / 5% CTR

- Maintained above-average email performance across campaigns

SKILLS

Brand & Marketing Strategy

Brand Strategy, Campaign Leadership, Social Media Strategy, Email Marketing, Paid Media Strategy, SEO, AEO

Creative

Creative Direction, Visual Identity Systems, Brand Guidelines, Print & Digital Design, Large Format Signage, Packaging Design, UX/UI, Web Development, Copywriting, Film & Video

Production

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro), Figma, Canva, CapCut

AI & Workflow Integration

Claude, ChatGPT, Notion, Google Gemini, Google Flow, OpusClip, Fathom, Adobe Firefly, AI Agents

Project Management

Asana, Monday, ClickUp, Trello

CMS & Marketing Platforms

WordPress, Webflow, Mailchimp, Kit, Zoho, Constant Contact, Hootsuite

Ads & Analytics

Meta Ads Manager, Google Ads, LinkedIn Ads, Google Analytics, Google Tag Manager

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EXPERIENCE

5% CTR

R.R. DONNELLEY | Atlanta, GA

Graphic Designer | Nov 2017 to May 2019

Production Artist | Jun 2017 to Nov 2017

Commercial Printing & Marketing | ~36,000 Employees | \$6.28B Annual Rev.
One of the largest printing and marketing services companies in the U.S., offering multichannel communications, logistics, and data-driven marketing to clients across retail, healthcare, and financial sectors.

- Designed in-store signage and seasonal campaigns for The Home Depot, executing within enterprise-level brand systems at scale
- Streamlined prepress PDF workflows, increasing production speed by 300% and reducing vendor file delivery errors
- Trained new team members on brand standards and production processes, improving onboarding speed and output consistency

GRIZZARD COMMUNICATIONS (Now One & All) | Atlanta, GA

Studio Artist | Nov 2013 to Feb 2016

Studio Artist (Contract) | Jan 2013 to Jul 2013

Nonprofit Marketing Agency | Fundraising & Direct Response | ~160 Employees
A full-service agency specializing in direct response fundraising for national nonprofit clients, supporting multi-million dollar omnichannel campaigns.

- Produced creative assets for direct mail and digital fundraising campaigns supporting national nonprofits across an agency generating \$10M+ in annual donations
- Created HTML email templates and digital ads for segmented donor targeting, improving response rates across campaigns
- Collaborated cross-functionally with copywriters and account teams to align creative execution with fundraising goals and brand standards

COMMUNICORP (Subsidiary of Aflac) | Columbus, GA

Graphic Artist & Prepress | Nov 2005 to Jan 2013

Marketing & Print Services | ~150 Employees
A full-service marketing production company offering print, creative, and digital services supporting Aflac and other commercial & nonprofit clients.

- Co-managed production flow for a team of 6, completing over 500 print projects annually across insurance, hospitality, and nonprofit clients
- Led brand-compliant execution across brochures, direct mail, internal communications, and variable data campaigns for commercial and nonprofit clients
- Served as direct liaison for client onboarding and prepress training, bridging the gap between creative teams and production workflows

EDUCATION

Columbus Technical College

- Vocational Diploma: Printing and Graphics Technology

CERTIFICATIONS

**Nonprofit University,
Georgia Center for Nonprofits**

- Nonprofit Social Media Certificate | Apr 2025
- Brand Management Course | Feb 2025
- Digital Fundraising Certificate | Nov 2023

