

TERRY FOLLOWELL

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I tell visual, memorable stories about brands and the people behind them. I continue to believe there are few things as gratifying as working side by side with talented people to help clients build a business they believe in.

Here are some of the brands that I have helped shape: Brunswick, Campbell Hausfeld, Covenant Health, Coventry Health, Diamond Foods, Electronic Data System (EDS), Frontier Communications, Indiana University, Jacuzzi, John Deere, Juvenile Diabetes Research Foundation, The Kelley School of Business, Miller Electric, Oliver Wine Co., Pella Door & Windows, Pennzoil, Principal Financial Group, Quaker State, Special Olympics, Shell Energy, St. Francis Health System, and Vision Sports

EXPERIENCE:

Brokers International 02/18 / Present
Director of Creative Services

Managed a team of creatives in brand development and advertising efforts for our digitally driven, business-to-consumer brand, responsible for the company facing business-to-business brand. Implemented a DAM and project management system along with an improved optimized workflow.

Two Rivers Marketing 06/14 / 02/18
Creative Director

Directed a team of creatives in the development of a wide variety of advertising and marketing materials from social, print and web, for a roster of clients. Worked closely with strategy, account and media teams to develop yearly plans. Prepared and pitched new business.

Oliver Wine Co. 06/13 / 06/14
Brand Director

Developed the market planning, advertising, promotional and branding initiatives for the largest winery in the eastern United States. Responsible for new product brand development and launch. Initiated and lead an organizational rebrand.

Integer Group 04/11 / 06/13
Creative Director

Spearheaded the retail team for Pella, Shell (Pennzoil, Quaker State and Rotella), Jacuzzi and Diamond Foods. Created strong performing promotions and campaigns that drove results and helped build brands.

Indiana University 05/10 / 4/11
Assistant Director of Creative Services

Inspired and managed a team of 20 creatives. Responsible for developing materials to raise the IU brand and serve the business needs of various Indiana University departments, divisions and colleges. Implemented new and more efficient workflow process and charged with elevating the creative product to compete with local outside agencies.

Finelight 06/04 / 05/10
Associate Creative Director

Oversaw a large team of creatives in multiple cities. Responsible for developing targeted brand and brand-direct campaigns for a list of industries that included higher education, healthcare, pharmaceutical, and recreational vehicles.

EDUCATION:

The Art Institute of Houston • *Visual Communications*

PORTFOLIO:

terryfollowell.com

