



terry caber

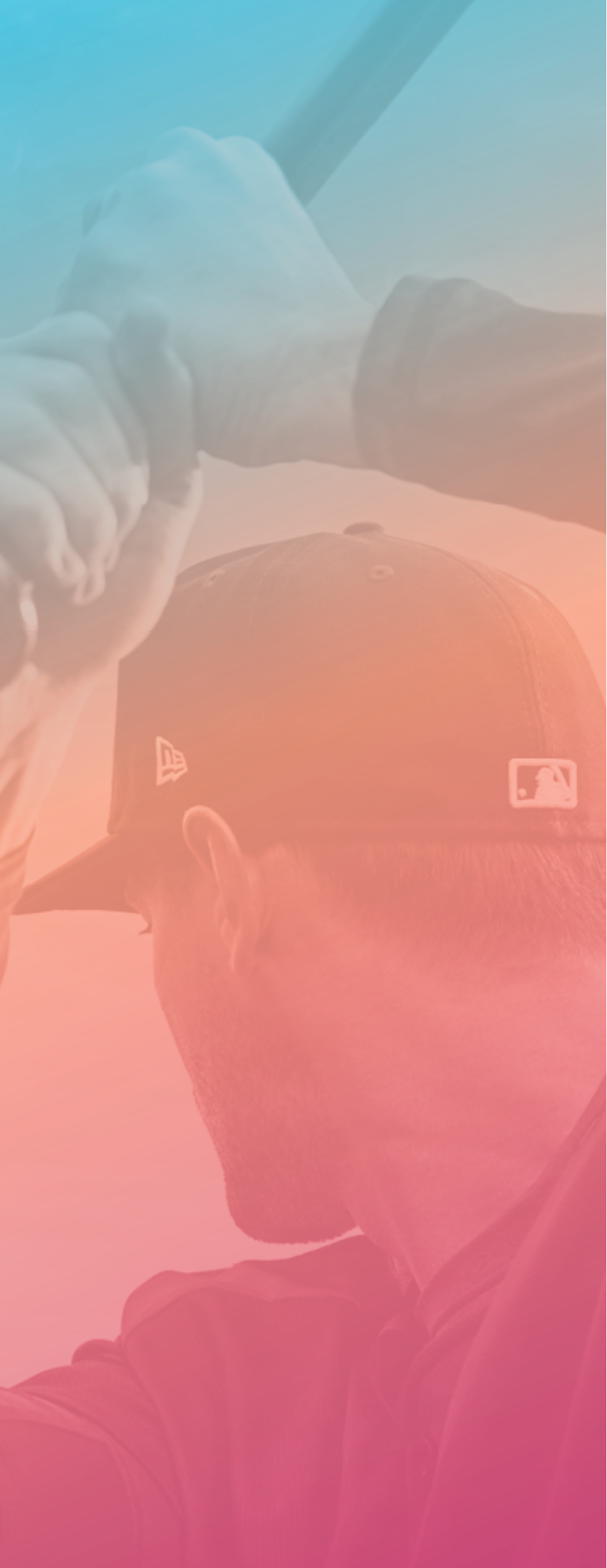
**the
work**



Seneca Resorts & Casinos

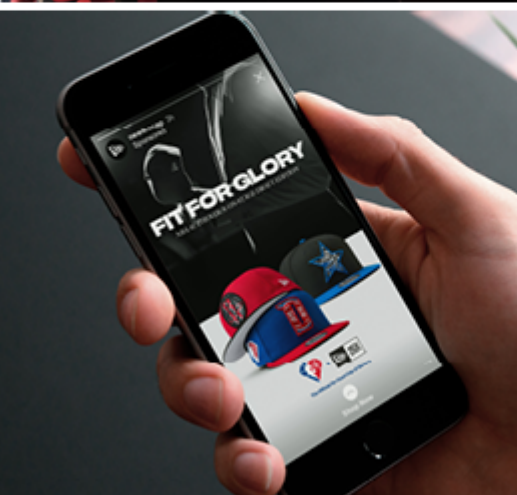
- Layout and mechanical for a wide variety of pieces including postcards, billboards, event invitations, print advertising, and more
- Logo design concepts for events and promotions
- Environmental branding including train wraps, pull-up banners, app skins, signage, and more
- Photo retouching as dictated by campaign
- Work with outside photographers and illustrators for campaign and event-specific materials





New Era Cap

- Layout approval and execution for yearly campaigns such as MLB Opening Day and NFL Combine; work ranges from digital and social media posts to large-scale stadium and store environmental design
- Directing an internal studio team of junior designers and freelancers as workload demands
- Work with outside photo retouchers
- Environmental graphics for promotional events including Super Bowl Party and MLB All-Star Game Pool House Weekend
- Meching and releasing several hundred pieces of creative on a yearly basis





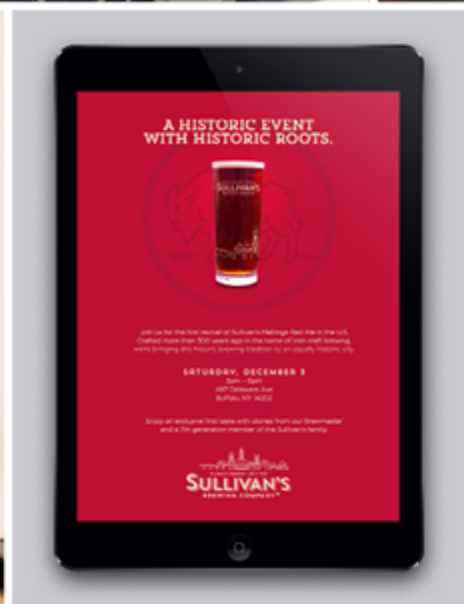
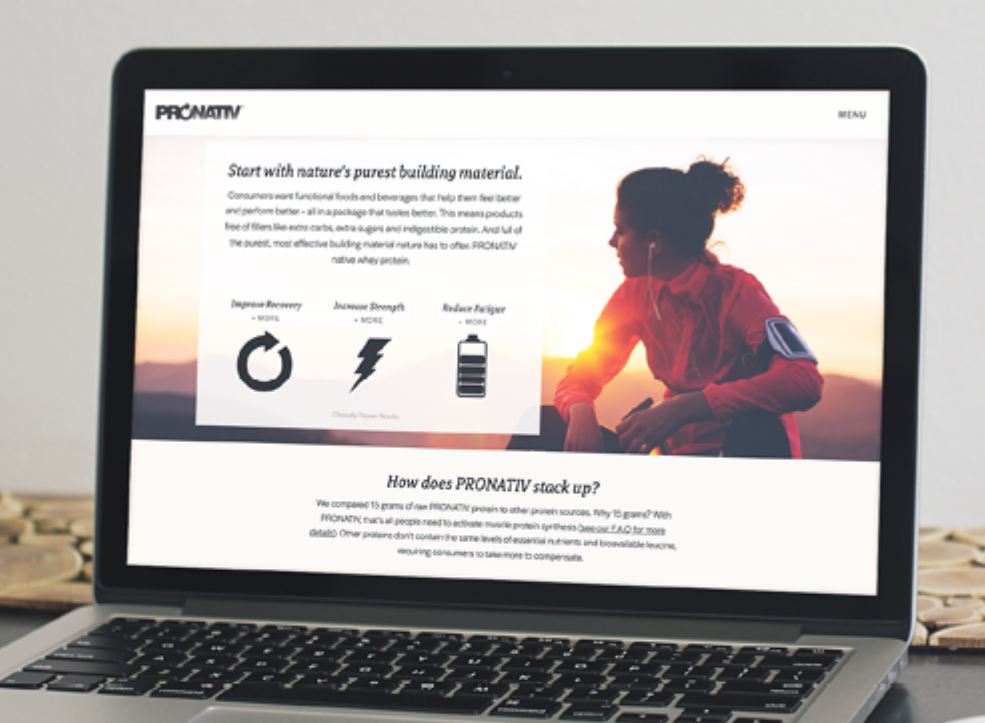
Logos & Identities

- Includes logo and identity development for clients in the financial, retail, healthcare, food & leisure, sports, and entertainment spaces



Digital

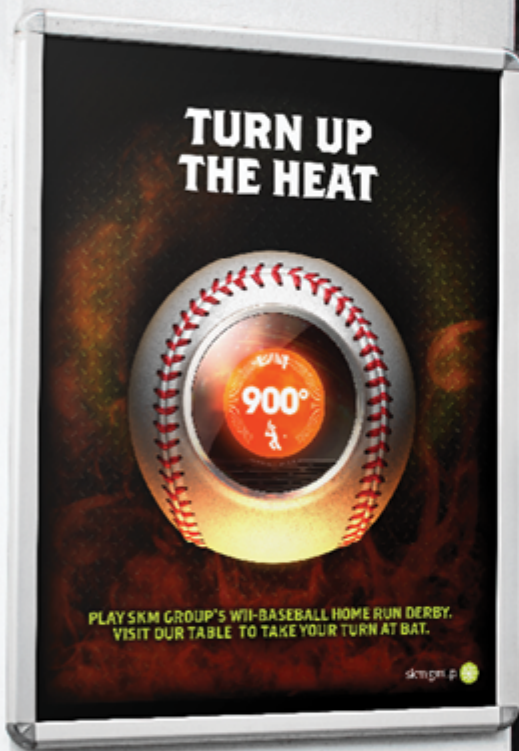
- Websites, landing pages, and email campaigns designed in collaboration with developers
- Social media posts, both static and animated
- Digital advertising released for placement by media departments based on ad spend





Print

- Advertising, collateral, outdoor, and more
- Working in collaboration with printers for press checks and fulfillment
- Editorial layouts for publications and advertorials





Miscellaneous

- Packaging, trade show booths, and more



thank you

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