

Terry cabrer

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about me

Hi there, my name is Terry and I'm a graphic artist with an eye for detail who has often been described as fun, funny, and easy to get along with. I have over 20 years of tenure in the field of marketing and advertising, including over a decade of advertising agency experience, and am currently exploring new avenues to practice and hone my craft.

education

Bachelors of Arts Degree: Visual Arts & New Media
State University of New York at Fredonia

skills

- The ability to work independently or with a team of Account Executives, Creative/Art Directors, Copywriters, Leadership, and others
- Can direct junior-level designers and freelancers as well as managing their schedules
- Presenting creative concepts to clients while gathering detailed feedback
- Communication with printers, mail houses, developers, and other third-party vendors
- Collaboration with photographers, illustrators, photo retouchers, videographers, etc.
- Excels while working under tight deadlines, as well as executing large volumes of creative

awards

- Silver ADDY Award for Seneca Niagara Resort & Casino 2015 New Year's Invitation
- W3 Award for Lactalis America Pronativ website

experience

Crowley Webb

Sr. Graphic Designer, 2022 – 2023

- Manage a wide variety of client work ranging from concepts and layouts of printed materials, social media assets for posting, and producing high-quality mechanical files for production, as well as storyboard development for video production
- Includes work for an in-house brand focused on patient recruitment efforts for major pharmaceutical clients
- Working closely with internal teams including UX and web design, video production, print production, account service, and analytics
- Evolve the agency's internal processes including organization of internal server folders and creation of internal communications tools for use by the account service, media, and analytics teams
- Assist the new business team with presentations and pitch decks
- Clients include: M&T Bank, ESAB, Praxis, Moderna, Alexion, Vertex, Bristol Meyers-Squibb, Arrow Fastener, Highmark BlueCross Blue Shield, and the Community Foundation for Greater Buffalo

The Martin Group

Studio Supervisor, 2014 – 2022

- Supported various clients through the creation of advertising and collateral including print, outdoor, broadcast, social media, and the web
- Created posts and animations for use across various social channels including Twitter, Facebook, Instagram, and TikTok
- Directed junior-level art directors, production artists, and freelance designers in accordance with traffic demands under the studio model, including large, multi-faceted campaigns
- Worked with a variety of third party vendors including printers, illustrators, photo retouchers, photographers, etc.
- Collaborated with the account and new business teams to craft proposals bolstered by a robust library of portfolio work and client case studies
- Clients include New Era Cap, Under Armour, ASICS, Wegmans, Rich Products, Galbani, Kaleida Health, ECMC, Gabe's Collision, Seneca Resorts & Casinos, and many others

I am well versed in the Adobe Creative Suite for layout, motion, and video editing. I also have a working understanding of web development.

