

Torrey C Ferrell

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SUMMARY

Creative professional with over 25 years experience possessing expert design, marketing and technical skills with excellent interpersonal and analytical dexterity. Known for creating ideas and strategies with a successful record in project management and implementation.

EXPERIENCE

Photography Admin (Contractor)

Hanes Brands, Inc., Winston-Salem, NC

2019 - 2020

Accountable for all detailed organization and tracking of Non-model and Looklet photography. Work closely with Photography studios on photography of garments for a variety of brands. Manage model and photographer contracts for various shoots for On-model images.

Marketing Manager

Funder America, Inc., Mocksville, NC

2017 - 2019

Accountable for all company brand and social marketing for a thermally fused laminated decorative surfaces and fabrication in Mocksville, NC. I worked closely with the Owner and General Manager to develop marketing materials including websites, photography, video production, sales collaterals, copywriting, power point, trade show booths, and creative product advertising. I joined Funder during a period of growth in which they faced many marketing challenges. They were overcome by executing creative solutions to a great product and company with a long history of integrity. Successes include implementing a cohesive message and overhauling the brand visualization that gave the company initiatives that leaves them well-positioned for the future.

Creative Designer / Marketing Communicator

Winston-Salem, NC

2008 - Present

- Manage client relations from various business disciplines by collaborating directly with small to large business owners creating exciting new designs and develop strategies moving their desired presence beyond what is imagined
- Build relationships and consult with clients by project management, copywriting, managing developers, and voice-over talent to ensure the success of marketing campaigns that effectively drive brand awareness, and engagement on social media

Custom Websites

- Design and develop custom, intuitive, responsive websites that give the client a greater presence with strong SEO unique to client's brand
- Sites are created using WordPress, HTML, CSS, plugin customization, e-Commerce and javascript with best practices for easy client management and flexibility for future growth

Brand Creation and Management

- Making a mark by creating exciting brand imagery that sets each client apart with careful consideration to design, composition, color palette, and fonts that enforce standards for consistency of messaging and assets across all media

Marketing & Advertising

- Saying what you do only better with proper marketing strategies including copywriting, search engine optimization, press releases, and inbound/outbound collaterals prove strong for clients and gives a rise in brand uniqueness
- Creative digital and print ads have been effective by dialing in client plan and finely managed with website, Email marketing, Google Ads, Facebook and proper circulation placement

Photography & Video Production

- Having every pixel count with engaging photography and video
- Stylistic photos for business concepts, headshots, events and editorial imagery
- Interview and company overview videos with script collaboration inline with marketing objectives
- Photo retouching, editing and color correction

Advertising & Marketing Coordinator

Leonard Ryden Burr Real Estate, Winston-Salem, NC

2006-2008

- Maintained brand by multi-tasking a variety of projects including weekly newspaper and magazine ads
- Customized marketing collaterals for company, agents and client relations
- Managed website
- Copywriter for agent biographies and periodic press releases
- Photography of homes, agents and stylistic for advertising

Triad Marketing Director

Prudential Carolinas Realty, Winston-Salem, NC

2002-2005

- Maintained brand by multi-tasking a variety of projects by customizing of marketing collateral for agents, client relations, web animation, newspaper and magazine advertising
- Responsible for design and production of quadra-annual Fine Homes Magazine. Redesign efforts and public relations lead to an increase of circulation by 35%
- Responsible for website and intranet maintenance and monitoring
- Developed website for online premier of Fine Homes Magazine
- Copywriter for feature home and local articles, agent biographies, advertising and press release
- Photography of homes, periodicals, magazines and general creative advertising

Assistant Art Director

Liberty Hardware Manufacturing Company, Greensboro, NC

1997-2000

- Designed OEM & Retail catalogs, product packaging, sales collateral and corporate brochures, POP materials and poster illustrations
- Designed private label packaging for Bed Bath & Beyond
- Developed branding and POP display for the Knob Hill Special Order program.
- Aided Marketing Department in presenting concepts of decorative hardware products to Target Department Store buyers. Comprehensive team effort resulted in multi-million dollar contract
- Digital studio photography of products for company catalogs and advertising

SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, XD, Lightroom)

Mircosoft Office: (Excel, Word, Outlook, PowerPoint)

CSS, HTML, WordPress

Video Production: Adobe Premiere, Adobe After Effects and Final Cut Pro

Apple and Windows Platforms

Project Management

EDUCATION

Guilford Technical Community College, Jamestown, NC 1994

Associate in Applied Science Degree in Commercial Art & Advertising Design