



Terrence Morash

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Experience

Shutterstock / Creative Director

New York, NY / August 2016 – January 2018

Led the development of creative deliverables for \$530MM+ global technology company and its sub-brands
Executed brand and performance marketing initiatives across multiple international markets
Managed multinational team of art directors, designers, writers, video editors, and freelancers
Assigned projects, verified deadlines, managed budgets, and presented creative
Spoke on behalf of the company for conferences, events, podcasts, and media

AGAIN Interactive / Creative Director

Morristown, NJ / July 2010 – July 2016

Served as lead creative for digital/social media agency
Set creative strategy across clients including Panasonic, Proactiv, Celebrity Cruises, SKYY Vodka, and Office Depot OfficeMax
Created and executed campaigns, websites, social media content, direct marketing and other initiatives
Managed and mentored creative team and broader agency workforce

Rosetta / Creative Director

New York, NY / February 2009 – June 2010 (Rosetta is now SapientRazorfish)

Led creative for over \$10MM of business, including Citizens Bank and Amgen accounts
Initiatives included website redesigns, mobile experience development, and direct campaigns
Managed creative teams as well as external resources

Zeta Interactive / Creative Director

New York, NY / November 2007 – January 2009

Served as a creative lead for the agency both internally and externally
Owned creative strategy on diverse online marketing initiatives
Led client presentations including creative capabilities pitches and design presentations
Clients included Chase, Diageo, Kaplan, Dun & Bradstreet, Allergan, Botox Cosmetic, and Johnson & Johnson

Adverb Media/Temel / Design Director

Boonton, NJ / September 2006 – November 2007 (Acquired by Zeta Interactive)

Led creative strategy on diverse interactive and branding projects
Presented creative capabilities pitches, design presentations, and client workshops
Directed and designed interactive and print projects for clients including Yellow Book, Cephalon, The Seeing Eye, and HP

Photographic Resource Center at Boston University / Executive Director

Boston, MA / August 2000 – September 2006

Established and executed programmatic and administrative vision for non-profit gallery and education center
Oversaw all marketing and audience development initiatives
Managed staff and sizeable volunteer community

Barash Advertising / Graphic Designer

State College, PA / July 1997 – August 1998

Designed, illustrated, and made photos for a variety of complex print and interactive assignments

Education

New York University / MA, Visual Arts Administration

May 2000, GPA 3.9/4.0, Samuel Eshborn Service Award, Graduate Assistantship

University of Massachusetts at Amherst / BFA, Photography and Computer Graphics

May 1997, GPA 3.8/4.0, Magna Cum Laude, Commonwealth Scholar

Skills and Expertise

Creative Direction, Art Direction, Branding, Social Media, User Experience, Interactive Design, Digital Strategy, Photography, Copywriting, Digital Marketing, Creative Management

Recent Awards

One Screen Award / *Best Movie Poster*, Internet Advertising Competition Award / *Best Retail Social Media Campaign*, SoMe Award / *Breaking Social*, PR News Social Media Icon Award / *Interactive Media*, PR Daily Honorable Mention / *Best Online Marketing Campaign*, Interactive Media Awards / *Outstanding Achievement-Financial Information*, Adobe Site of the Day Award