



# Terrence Morash

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## Experience

### **Slice** / VP, Head of Brand and Creative

New York, NY / February 2019 – Present

Lead brand storytelling for app that connects users to independent pizzerias  
Develop branding, acquisition, content, social media, and experiential creative  
Manage multi-disciplinary creative, content, and communications teams  
Oversee public relations for the company

### **Dia&Co** / Head of Creative

New York, NY / February 2018 – February 2019

Oversaw brand and marketing creative for technology-driven, Sequoia Capital-backed, fashion start-up  
Told brand stories through data-influenced content programs, social media, and major event activations  
Partnered with growth/acquisition team to execute high velocity performance marketing campaigns  
Managed a diverse art, photography, editorial, and fashion team

### **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 and such clients as: Panasonic, Proactiv, SKYY Vodka, and Office Depot  
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  
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

Set programmatic and administrative vision for non-profit gallery and education center while managing staff and volunteers  
Oversaw all marketing and audience development initiatives

### **Barash Advertising** / Graphic Designer

State College, PA / July 1997 – August 1998

## 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

## 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