

Terry Pounds

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Creative Manager

Drive communication, quality, and processes, creating world class media

Forward thinking with multimedia management expertise. Quick thinking and organized creative, pivoting between conceptualization, hands on production, team collaborations. Build consensus, process development, budget management, and industry benchmarking. Lead innovative teams in fast-paced environments with demanding workloads. Adept in deploying assets on multiple channels. Oversee processes, messaging, and budgets, identifying and resolving problems in workflow.

Producer | Art Director | Writing | Video Production | Design
Photo Shoots | Video, Audio, Web, & Print

Professional Experience

SHOPHQ (formerly Evine), Eden Prairie, MN

Creative Manager, Design, Copy, and Post Production

2017 - 2019

Orchestrated multiple teams in creation and deployment of marketing assets for TV, web, email and print with emphasis on brand consistency, quality control, and effective messaging. Partnered with multiple departments to improve communications, workflow efficiencies, and team collaboration. Reported to SVP Marketing.

- Led and trained design and copy teams, transitioning to Salesforce email platform and developing design templates still in use today, aligning with industry best practices for responsive email design and customer relationship management.
- Managed upgrading of editing and animation suites, ensuring no interruptions, delays, or budget overages.
- Changed review process, increasing efficiency, removing bottlenecks, and increasing collaboration.
- Tracked and reconciled budget for creative, consulting on project spending and preventing overages.
- Initiated industry benchmarking within teams, driving creativity and keeping aesthetics current.

SHOPHQ (formerly Evine), Eden Prairie, MN

Senior Art Director

2015 - 2017

Developed and produced marketing assets for watch merchandising category across channels, including TV, web, email, social media and print. Booked and directed photographers, videographers, stylists, hair and makeup, and on-camera talent. Worked directly with stakeholders to develop plans and timelines, create budgets, and approve final deliverables. Produced and directed campaigns within largest and most profitable merchandising category, watches, achieving one third of total revenue.

- Developed Telly award-winning creative collaborations with vendor-sponsored partners, including Disney, Lucasfilm, Muppet Studios, Marvel, and DC Comics, collaborating with teams in acquiring assets and permissions to produce TV and web campaigns.
- Executed campaigns, supporting remote TV events including themed Caribbean cruises, Pro Football Hall of Fame, Hard Rock Hotel Florida, New York Comic Con, and Los Cabos Mexico.

SHOPHQ (formerly Evine), Eden Prairie, MN

Senior Supervising Producer

2004 - 2015

Created product-level video, animations, and graphics for watches and consumer electronics. Worked directly with merchandising, planning, and the on-air sales teams to identify support needs.

- Achieved year over year sales growth 9 of 11 years by engaging and informing audiences during televised sales presentations and on web product pages.
- Expanded reach of created content by increasing asset deployment to web product pages and emerging platforms such as YouTube.
- Created web series videos for watch collectors, creating community and brand loyalty.
- Collaborated with celebrity clients, including Vicki Lawrence, Chuck Woolery, The Ventures, and Heart. Launching product lines on TV channel, driving sales, increasing customer engagement, and attracting fans to channel.

OTHER ROLES HELD

Production Tech

Additional Related Experience

Freelance Producer, Editor, Writer, Web Designer, Audio Engineer

INTUITIVE, Assistant Audio Engineer

Technical Skills

Video: Premiere CC, After Effects CC, Pinnacle Studio, Red Giant, Element

Design / Photo: Photoshop CC, Illustrator CC, InDesign CC

Audio: Audition CC, Digital Performer, Pro Tools, Audacity

Writing & Organizational: Screenwriter, Final Draft, MS Office, Basecamp

Education

Associate of Science (AS), Film, Minneapolis Community and Technical College, Minneapolis, MN

Associate of Science (AS), Screenwriting, Minneapolis Community and Technical College, Minneapolis, MN

Associate of Science (AS), Sound Arts, Minneapolis Community and Technical College, Minneapolis, MN