

TERRY MATHIS

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INTRO

I am a creative and diligent professional with over 10 years of experience in social media, graphic and web design, and photography in the production, events, and fashion industries in NYC. I thrive in hands-on positions, whether it's behind the scenes or working closely with clients. As a positive, connection-oriented person, my approach in all that I do is to work hard while also enjoying the process and people around me.

Technical and Creative Skills

Multimedia Content Production:
Experienced in producing digital content, creating archival and promotional materials, and overseeing technical aspects of shows, events, and performances in a professional setting.

Adobe Suite, DAWs, Vectorworks:
Proficiency in industry standard design software.

Creative Production:
Skilled in constructing sets for performances, pop-up activations, and professional photography with experience working with high-end luxury brands and ad agencies.

Basic Coding, Web Design:
Knowledgeable in essential web and digital branding and marketing.

Management

Team Leadership & Training:
Training teams in technical product knowledge and operational efficiency, driving high ROI and profitability.

Client Relations:
Managing client relations, scheduling, and logistics for diverse events, ensuring seamless execution and exceptional service.

Event Coordination & Project Management:
Overseeing large-scale projects from conception to completion, including store openings, activations, and community event organization.

WORK EXPERIENCE

Account Manager Soundhouse, NYC 2023 - 2024	Managed client relations, scheduling, and logistics in the live event industry, using technical knowledge of AV equipment and expertise in event planning and project management. Oversaw comprehensive event planning from an AV perspective, including detailed equipment lists, setup coordination, and troubleshooting. Collaborated daily with a diverse range of clients, from smaller party-style events featuring live music and DJs to large-scale, multi-day corporate events.
Assistant Manager Arc'teryx Equipment, NYC 2021 - 2023	Led an expert team in day-to-day operations in a highly technical high-end retail environment. Trained team members in technical product knowledge. Provided personalized experience to guests while meeting goals, providing high ROI, and turning a profit. Organized a team of brand ambassadors for community events. Coordinated expanding the flagship location in NYC from conception to opening.
Advertisement Muralist Colossal Media, NYC 2020 - 2021	Produced large-scale hand-painted mural advertisements, including creating patterns, transferring patterns onto walls through pouncing, and painting artworks. Worked with clients' marketing teams to plan campaigns, graphics, and copy. Produced brand events and community activations. Built and constructed additional physical elements included in ads. Mixed and consolidated paint. Rigged suspended scaffolding for above-ground murals. Maintained the shop.
Coordinator, EQ Room Pier59 Studios, NYC 2018 - 2019	Liaised with high-end and celebrity clients to facilitate their specific needs for various professional photographic projects at a premiere photography and multimedia studio. Built sets for and produced major publicized events, including NY Fashion Week. Produced high attendance industry events. Managed and supervised experienced crew to build studio lighting and grip equipment for upcoming shoots.
Media Manager Peridance Center, NYC 2015 - 2018	Worked closely with the Artistic Director and executive management for all media needs of a well-known professional dance center. Updated all online content of the high-traffic website. Created digital content for and tracked engagement on social media. Produced photos and videos as archival and promotional material. Produced company and industry events. Technically managed shows and performances at the in-house theater.

EDUCATION & CERTIFICATIONS

East Carolina University BFA 2014	Suspended Scaffold Supervisor 1 (NYC DOB 32HR)	General Industry Safety and Health (OSHA 10HR)
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