

THEA STEVENSON

CREATIVE DIRECTOR

(615)-762-8767

connect@thea-creates.com

thea-creates.com

Producer with a background in creative direction, project management, and client services. Experienced leading cross-functional teams, managing multiple concurrent projects, facilitating creative collaboration, and delivering strategic marketing initiatives on time and within scope. Known for building strong client relationships, improving processes, and bringing clarity, organization, and accountability to fast-moving creative work.

≡ SKILLS

DESIGN & BRANDING

Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Creative Direction & Art Direction
Visual Identity & Brand Systems
Print & Digital Collateral Design
Presentation Design (PowerPoint, Keynote)

MARKETING & COMMUNICATIONS

Visual Concepting & Copywriting
Social Media Marketing (LinkedIn, Instagram, Facebook)
Experiential Marketing & Event Branding
Investor Communications & Executive Support
Market Research

PROJECT & EVENT MANAGEMENT

Event Planning & Vendor Coordination
Cross-Functional Team Collaboration
Third-Party Production Oversight
Project Management & Timeline Execution

DIGITAL TOOLS & PLATFORMS

WordPress & WIX Web Design
Digital Asset Management
Dropbox, YouTube, ClickUp, & Google Workspace
ChatGPT, Make, & Generative AI Tools

≡ WORK EXPERIENCE

CREATIVE DIRECTOR | GRAPHIC DESIGNER

2023 - 2026

Wealth Hospitality Group | Ridgeland, Mississippi

- Led creative development for investor-facing marketing initiatives, producing pitch decks, videos, event branding, and digital collateral supporting hotel development projects across multiple markets.
- Planned and executed groundbreaking ceremonies, grand openings, and industry events for 225+ attendees, overseeing vendor coordination, branding, logistics, and on-site event and creative execution.
- Helped design a private investor portal that centralized project updates, drone footage, and development milestones, improving investor transparency and accessibility.
- Grew the company's LinkedIn following from 97 to 2,000+ through strategic organic content, consistent brand direction, and cross-platform social media support.
- Coordinated monthly drone documentation across active construction sites, creating consistent visual progress assets for investors, executives, and marketing initiatives.
- Developed investor presentations that combined market research, branded storytelling, economic insights, and visual strategy to support high-value development opportunities.
- Maintained brand consistency across 10+ property accounts while supporting the implementation of evolving company-wide brand standards.
- Evaluated vendor proposals and advised leadership on marketing investments, balancing creative impact, operational priorities, and budget considerations.
- Collaborated with third-party production, development, and marketing teams to deliver digital, print, experiential, and investor-facing creative initiatives under tight deadlines.

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≡ EDUCATION

MISSISSIPPI COLLEGE

Jan 2011 - May 2014

Bachelor's of Science - Graphic Design

HOLMES COMMUNITY COLLEGE

Aug 2009 - Dec 2010

Associate's

≡ WORK EXPERIENCE

CREATIVE DIRECTOR, MARKETING STRATEGIST 2019-present

Thea Creates | Marketing & Creative Services

- Partner with small businesses to deliver branding, graphic design, websites, social media management, Meta advertising, and marketing collateral aligned with business goals.
- Manage creative projects from concept through production, coordinating client communication, timelines, vendors, print production, and final asset delivery.
- Design print and digital marketing materials including vehicle wraps, signage, apparel, websites, presentations, brochures, social media graphics, and promotional campaigns.
- Build long-term client relationships by providing strategic creative solutions that strengthen brand consistency, improve marketing presence, and support business growth.

GRAPHIC DESIGNER 2017-2018

Leo Events | Franklin, Tennessee

- Designed branded visual systems and event collateral for large-scale corporate events, music festivals, and experiential marketing programs.
- Developed executive presentation decks and speaker templates used for high-visibility client presentations and live event programming.
- Produced environmental graphics, signage, and wayfinding systems supporting cohesive attendee experiences across event spaces.
- Collaborated with producers, account teams, and clients to ensure creative alignment, brand consistency, and deadline execution across simultaneous projects.

GRAPHIC DESIGNER 2015-2017

Surya Carpets, Inc. | White, Georgia

- Designed print and digital marketing materials supporting product launches, trade shows, and national catalog distribution.
- Managed layout and production coordination for catalogs featuring 1,000+ SKUs while maintaining strict accuracy and production timelines.
- Partnered with internal teams and print vendors to ensure brand consistency and quality control across large-scale marketing collateral.