



TERI A. GREV

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Design leader, writer, and problem solver for do-good organizations.

EXPERIENCE

SPOT COMMUNICATIONS

Senior Graphic Designer / 2021-present

- Align with account and digital strategists to understand client vision and needs
- Collaborate with creative directors to concept, build, and deliver effective messaging solutions
- Present to clients, execute deliverables, and oversee creative for B2B & B2C campaigns

CONTRACT + FREELANCE

Designer • Art Director • Copywriter / 2004-present

- Strategize creative and effective communication tactics to maximize reach
- Foster and sustain professional relationships with do-good organizations

MINNESOTA HISTORICAL SOCIETY

Associate Graphic Designer / 2016-2020

- Managed the MNHS brand across 26 historic sites and museums throughout the state
- Art directed photo shoots and other asset development for marketing campaigns
- Created print and digital collateral for internal and public-facing initiatives and programs
- Produced social media content (paid + organic) across several MNHS channels

CITY PAGES

Graphic Designer / 2009-2016

- Art directed and produced print and digital materials for signature events
- Designed advertising campaigns for Twin Cities restaurants, clubs, and small businesses
- Created and maintained internal branding, marketing collateral, and sell sheets
- Worked efficiently within tight daily and weekly publishing deadlines

EDUCATION

Film North / Introduction to Adobe Premiere Pro CC

Minneapolis College (MCTC) / Continuing Education (HTML + CSS)

College of Visual Arts / BFA in Communication Design

SKILLS

- Art Direction
- Copywriting & Editing
- Paid & Organic Social Media
- Digital Display Ads
- E-Newsletters (MailChimp)
- SEO & Google Analytics
- Presentations & RFPs
- Adobe Creative Cloud
- Print Bids & Quotes
- Project Management
- Client Relations
- Production & Press Checks
- Talent & Vendor Sourcing
- Photo Styling (food + people)

ATTRIBUTES

- Bold
- Intuitive
- Experimental
- Committed
- Diligent
- Passionate
- Conscientious

AFFILIATED

AIGA Minnesota / Since 2006

Minnesota Interactive Marketing Association / Since 2020