

# THEA STEVENSON

CREATIVE DIRECTOR

p: (615)-762-8767

e: te.stevenson@outlook.com

## ≡ SKILLS

### DESIGN & BRANDING

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Visual Identity & Brand Development

Print & Digital Collateral Design

Presentation & Pitch Deck Design (PowerPoint, Keynote)

### MARKETING & COMMUNICATIONS

Content Strategy & Copy Collaboration

Social Media Marketing (LinkedIn, Instagram, Facebook)

Investor Communications & Executive Support

Market Research & Competitive Analysis

### 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, Vimeo, Canva, Google Workspace

ChatGPT & Make Automations

## ≡ WORK EXPERIENCE

### CREATIVE DIRECTOR

2024 - present

*Wealth Hospitality Group | Ridgeland, Mississippi*

- Lead research and content development for investor pitch videos, identifying economic drivers and coordinating with third-party teams from scripting to final delivery.
- Plan and execute groundbreaking and grand opening events (40–225 attendees), managing vendors, budgets, logistics, and internal coordination.
- Designed investor-facing portal interface with progress photos, project notes, and drone videos; collaborated with external developers to bring platform to launch.
- Create pitch decks that combine branded design, site visuals, market research, and financial highlights tailored for high-value investment opportunities.
- Coordinate with drone teams to capture monthly footage for active construction sites; manage upload, distribution, and archival processes.
- Maintain organized library of market studies across 30+ projects; fulfill internal and investor report requests.
- Grew company LinkedIn from 97 to 1,300+ followers; support social strategy and brand consistency across 10+ property accounts.
- Evaluate vendor proposals and advise executive team on marketing spend, balancing strategy and ROI.

### GRAPHIC DESIGNER

2023 - 2024

*Wealth Hospitality Group | Ridgeland, Mississippi*

- Designed branded marketing materials including pitch decks, email campaigns, event signage, and print/digital collateral for investor and public audiences.
- Managed internal asset libraries (photos, video, reports) to ensure timely access and version control across departments.
- Created large-scale event displays, including branded tents and banners used for conventions, hotel launches, and development showcases.
- Supported social content for corporate and property-level accounts; collaborated with hotel GMs to source photos and community updates.
- Produced job post graphics and internal design requests to support hiring and internal communications.
- Partnered with third-party teams on high-profile projects, including media campaigns and a 1,000-attendee memorial event.
- Maintained brand consistency during rebranding efforts, updating outdated materials and standardizing visual identity company-wide.

# THEA STEVENSON

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## ≡ EDUCATION

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### MISSISSIPPI COLLEGE

Jan 2011 - May 2014

Bachelor's of Science - Graphic Design

### HOLMES COMMUNITY COLLEGE

Aug 2009 - Dec 2010

Associate's

## ≡ WORK EXPERIENCE

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### GRAPHIC DESIGNER

2019-present

*Thea Creates | Freelance*

- Provide freelance design services across branding, print collateral, apparel, and vehicle wraps for small business clients.
- Build and maintain websites (WordPress, WIX) focused on UX, visual identity, and mobile responsiveness.
- Manage client relationships, creative direction, and asset delivery for multiple concurrent projects.

### GRAPHIC DESIGNER

2017-2018

*Leo Events | Franklin, Tennessee*

- Designed visual branding and themed materials for large-scale corporate events, music festivals, and incentive programs.
- Developed presentation decks and custom speaker templates in PowerPoint and Keynote for executive clients.
- Produced wayfinding, signage, and promotional graphics used on-site and in pre-event marketing campaigns.
- Worked closely with producers, clients, and account managers to ensure brand accuracy and creative alignment.

### GRAPHIC DESIGNER

2015-2017

*Surya Carpets, Inc. | White, Georgia*

- Created digital and print materials for product catalogs, marketing campaigns, and trade show exhibits.
- Managed catalog layout and production for 1,000+ SKUs, collaborating with cross-functional teams on content accuracy and deadlines.
- Maintained brand standards across all collateral, and coordinated with vendors for final print production.