

TERRY E. GIVENS

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CORE COMPETENCIES

- Creative Problem Solver
- Organizational skills
- Self-motivated
- Meticulous
- Excellent writer and communicator

EXPERIENCE

Adjunct Instructor Butte College, Oroville, CA August 2013 - Present

Instruct students in basic design, layout, typography, design process, brand identity systems, package design, and Adobe Creative Cloud applications. Writing curriculum, tutorials, and lesson plans.

Digital Strategist Y & H Cooperative Advertising Agency, San Francisco, CA June 2013 – June 2015

Developed campaigns with agency for: San Francisco Tourism: No Wrong Way San Francisco, Trails End Ranch Radio (TERR): Campaign to bring TERR to San Francisco, Families for Cleaner Air (San Francisco Chapter) YOLO, campaign to bring insight to public of the dangers of air pollution by comparing air pollution to children smoking.

Freelance Advertising and Design, Self-employed July 2007 – Present

Digital and print design, marketing and branding, logos, magazine layout and design, web and poster design.

Manager Chico Farmers' Market, Chico, CA December 1998 – November 2011

Managed and organized farmers' markets in Butte County, Administrative Assistant to Board of Directors, prepared and organized monthly board meetings. Recruited farmers and local artisans, developed promotional strategies to keep a strong and diverse customer base. Responsible for day to day business, marketing, public relations, advertising campaigns, and media buying. Liaison to state, county, city and community non-profit agencies.

Volunteer Coordinator American Cancer Society, Chico, CA December 1996 – May 1999

Administrative Assistant to Director of Chico office. Managed and coordinated volunteers in Chico office. Assisted in coordinating local American Cancer Society fundraising events.

EDUCATION

Academy of Art University, San Francisco, CA 2014

Master of Fine Arts, Advertising, Concentration: Art Direction/Creative Strategy

California State University, Northridge, CA 1974

Bachelor of Arts, Liberal Studies

TECHNICAL SKILLS

Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop), MS Office Suite (Excel, Powerpoint, Word), Final Cut Pro, Quick Books, CANVAS, Blackboard, MAC OS and PC operating systems

PROFESSIONAL DEVELOPMENT

WomenInTech, National Science Foundation, Emeryville, CA 2014

Digital Media Educator's Conference (DMEC), College of Canyons, Santa Clarita, CA 2013, 2016, 2017

Working towards certifications in Photoshop and Illustrator and Remote Small Unmanned Aircraft Systems