

# TOM CHERREY

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Award-winning brand manager, marketing consultant, and entrepreneur with more than 20 years of experience in directing and producing results-driven, strategic marketing campaigns. Areas of expertise include brand development and positioning, social media strategy, strategic and creative concept development, visual problem-solving, team management, art direction, photography, and videography.

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## PROFESSIONAL EXPERIENCE

### BrandTruth

2019 – Present

*Chief Branding Officer & Co-Founder*

- Partnered with strategic, technical teams to develop and launch a Software as a Service (SaaS) platform for brand discovery and brand strategy for Fortune 500 companies, small businesses, and universities
- Managed internal and external creative teams to break down complex narratives into simple, performance driven storytelling
- Aligned all creative concepts and deliverables with our creative brief and BrandTruth guidelines
- Directed and produced marketing and informational video for the BrandTruth marketing site and SaaS platform
- Created and developed 50 brand archetypes using the Five Factor Psychology model Strategized and edited blogs and body copy for entire BrandTruth platform

### SaltiSweet Ice Cream Factory & GoodDog Frozen Treats

2014 – 2019

*Chief Branding Officer & Co-Founder*

- Concept development and execution of novelty ice cream product distributed to 3500+ stores nationally and internationally, including retail chains such as Costco, Walmart, Kroger and Safeway
- Concept development of the first frozen dog novelty
- Strategized and produced all brand assets, including brand strategy, retail packaging, logo design, color palette, website, video, photography, copywriting, flavor names and more
- Managed and directed all branding and creative activities both internally and with external partners
- Directed social media awareness campaign for placement in Walmart, Costco, Safeway, Kroger, and more

### Cherrey Creative

1997 – Present

*President & Creative Director*

- Strategized, produced, and directed creative asset campaigns specializing in video and still photography
- Hired and managed creative teams to meet individual clients' needs, including brand strategy, design, focus group testing, website development, photography, video, social media content, copywriting, and more
  - **Chipotle Mexican Grill:** Initiated and created the interior photography concepts for the original restaurant which continue to be used by the nationwide chain in its 1000+ stores

- **Autodesk:** Directed and produced training videos breaking down complex information into simple, performance-driven storytelling
- **North Dakota Petroleum Council:** Directed and produced five commercial spots for regional broadcast. Hired and managed production team, including all pre-production and post-production activities.
- **Higher Education:**
  - **University of Louisville:** Produced an award-winning, year-long marketing campaign that resulted in explosive enrollment growth for the university. Provided integrated marketing and direction for the entire campaign, including creation of publications, tagline, brand positioning, copywriting, design oversight, photography, and four 30-second commercial spots.
  - **West Virginia University, Potomac State College:** Produced an integrated marketing campaign that led to the enrollment of the largest class in the college's 105-year history
  - **University of Denver Ricks Center:** Created marketing assets to boost fundraising and enrollment for over 10 years. My long-standing collaboration with the university has resulted in lasting brand development, including a strategic tagline, website, recruitment video and an integrated family of publications (e.g., viewbook, search piece, advancement/fundraising, and publication).
  - **University of Maine, Washington State University, University of Wyoming, Hanover College,** and more than 20 others.

## University of Denver

1987 – 2000

### *Director of Creative Services*

- Created a profitable and award-winning department, establishing all creative, operations, budget, and personnel procedures
- Hired, trained, and inspired staff to excel in creative storytelling through photography, video, and design
- Developed award-winning recruitment materials that consistently resulted in increased student enrollment, earning district and national awards from the Council for Advancement and Support of Education (CASE)
- Taught creative and visual problem-solving and management of creative teams at multiple CASE district and regional conferences, receiving excellent evaluations

### *Adjunct Professor*

- Taught Advanced Photojournalism, Introduction to Photography, and Advanced Photography
- Developed a hands-on curriculum, teaching all aspects of photography from darkroom to lighting and exposure, composition, color theory, and storytelling
- Ranked in the top three faculty members at the university, based on student evaluation

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## EDUCATION

- Master of Fine Arts (MFA), University of Denver
- Bachelor of Science in Marketing, St. Cloud State University
- Associates of Arts, Normandale Community College