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Los Angeles · Cleveland

Stephen E. Terrell

CREATIVE DIRECTOR · BRAND STRATEGIST · FRACTIONAL CMO

In Your Face Marketing PRIVATE CONSULTING PRACTICE

*The marketer brands call **when the stakes are highest** — thirty years turning campaigns into cultural moments people remember.*

10:1

ROI OVER 30 YEARS

5

STARTUPS LED · BRANDS
CREATED

64

EMPLOYEES BUILT FROM ZERO

43%

ORGANIC TRAFFIC LIFT

38%

CONVERSION-RATE LIFT

SELECTED HIGHLIGHTS

- ◆ A decade as **brand ambassador for Betty White** — national campaign, radio & the viral 'I'm Still Hot' music video (1M+ views).
- ◆ Directed **Barbara Eden** in national campaigns, photographed by Mike Ruiz.
- ◆ Chosen by the late **Florence Henderson** to guide her next chapter.
- ◆ Produced celebrity birthday campaigns with the **L.A. Zoo (GLAZA)** — honoring Elton John, Carol Burnett, Meryl Streep & Dick Van Dyke.
- ◆ **30-year CMO** at The Lifeline Program — a sustained 10:1 return.
- ◆ Monthly opinion columnist, **Cleveland.com / The Plain Dealer**.

AWARDS & HONORS

- ◆ **10× MarCom Awards**
7 Platinum · 3 Gold
- ◆ **Telly Award** — Silver
- ◆ **Digiday Media Award**
- ◆ **2× Communicator Awards**
incl. B2B Writing

CAPABILITIES & CRAFT

Creative Direction & Leadership

Creative Direction · Creative Leadership · Creative Team
Leadership · Strategic Creative Consulting · Commercial
Creative Strategy · Taste-Driven Creative Vision

Art Direction & Design

Cinematic Art Direction · Editorial Design Sensibility ·
Typography & Visual Hierarchy · Photography & Lighting
Direction · High-End Presentation Design · Visual Storytelling

Experiential & Cultural

Experiential Brand Design · Experiential Marketing ·
Environmental & Spatial Styling · Mood & Atmosphere
Development · Trend Forecasting & Cultural Insight · Luxury
Hospitality & Lifestyle Aesthetics

Brand & Strategy

Brand Strategy · Luxury Brand Positioning · Emotional Branding
· World-Building & Brand Identity · Consumer Psychology ·
Executive-Level Brand Communication

Campaign & Integration

Campaign Concept Development · Integrated Marketing Campaigns
· Cross-Platform Creative Execution · Content & Narrative
Development · Media & PR Creative Integration · Audience
Engagement Strategy

FEATURED ACROSS NATIONAL MEDIA

Today / Good Morning America / NBC Nightly News / The Wall Street Journal / The New York Times / 60
Minutes / BBC / Newsweek / USA Today / ABC News / 20/20 / Out

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Selected Press & Celebrity Campaigns

The campaigns, the talent, and the earned media behind the numbers.

CELEBRITY CAMPAIGNS

“I’m Still Hot” — the Betty White music video

With pop artist Luciana, presented by The Lifeline Program and filmed on location at the L.A. Zoo. **1M+ views**, with a portion of proceeds benefiting the zoo.

The Birthday Menagerie — celebrity animal adoptions

With Betty White, a GLAZA trustee, and The Lifeline Program, A-list birthdays were honored with adoptions at the L.A. Zoo — each one drawing national wire pickup:

- ◆ Elton John — a Malayan gharial crocodile
- ◆ Carol Burnett — “Glenda” the gorilla
- ◆ Meryl Streep — a snow leopard cub
- ◆ Dick Van Dyke — and more

Betty “White Out” Tour & national fan contests

A national event hosted by Betty White at the L.A. Zoo, with Facebook contests flying winners to Los Angeles to meet her in person.

EXPERIENTIAL & EVENTS

Conceived and produced South Florida’s **#1 holiday event** — a coveted invitation on the regional social calendar.

BYLINES & GHOSTWRITING

Monthly opinion columnist, **Cleveland.com** / **The Plain Dealer**. Ghostwriter for industry authorities across national trade publications.

EARNED MEDIA

Business Wire / HuffPost / Page Six / ABC7 / CBS News / PR Newswire / Getty Images / Newsweek

Legends say yes. The cameras follow. The brand is remembered.