

SELECTED WORK / 2018-PRESENT

AVERY ANDERSON

CREATIVE STRATEGY / CONTENT / BRAND

Human stories, clear systems, and creative work built
to move an audience.



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MAKE PEOPLE CARE. THEN GIVE THEM SOMETHING TO DO.

I work where strategy, writing, visual communication, and audience behavior overlap. The through-line is simple: find the human truth, build a clear creative system around it, and keep learning from what the audience actually does.

01 START WITH PEOPLE

Research, listening, and cultural context before execution.

02 BUILD THE SYSTEM

A strong idea becomes reusable content, assets, and decisions.

03 WATCH THE SIGNAL

Analytics are creative feedback, not a postmortem.

5+

YEARS ACROSS AGENCY, MEDIA, AND BRAND WORK

\$500K

RAISED THROUGH ONE STONE EVENT CAMPAIGN SUPPORT

+113%

DANGERTV VIEW GROWTH OVER TWO YEARS

TWO BIRDS CREATIVE STUDIO

A student-led professional creative agency inside One Stone, serving paying nonprofit, civic, and commercial clients through design thinking, marketing, and production.

ROLE

CO-DIRECTOR & CAMPAIGN MENTOR

- Guided student teams from brief through delivery.
- Helped translate client goals into campaigns and assets.
- Balanced creative ambition with client feedback and deadlines.
- Built logos, advertisements, videos, and institutional marketing in house.

SELECTED IMPACT

\$300K

APPROXIMATE ANNUAL
REVENUE FOR THE
STUDENT-LED AGENCY

\$500K

RAISED BY A COVID-ERA EVENT
SUPPORTED BY CAMPAIGN
ASSETS

13+

MAJOR DONOR
RELATIONSHIPS SUPPORTED
THROUGH CAMPAIGN WORK

3 to 5

YEARS OF RUNWAY CREATED
THROUGH BOARD BUDGET
PLANNING

SELECTED CLIENT WORK

FARE IDAHO
SAALT
ONE STONE

The work was never theoretical. It involved real clients, real public audiences, and the responsibility to help younger creatives make professional decisions.

Context verified through One Stone's public profile and Avery's firsthand role.

CASE STUDY 01 / COMMUNITY STORYTELLING

FARE IDAHO: MAKE THE NETWORK HUMAN

The client needed a video series featuring restaurants and community leaders to explain the impact of Idaho's food network while promoting an event and partnership.

THE INSIGHT

A food system can sound abstract. A trusted local voice, real kitchens, and real footage make the stakes immediate.

THE SOLUTION

Build a modular series around authentic testimony and recognizable community influence instead of institutional explanation alone.

PUBLIC DELIVERABLE

FIELD TO FORK FARE IDAHO INTRODUCTION

Featuring Rocci Johnson. Published January 1, 2023. Created by One Stone students.



[WATCH VIDEO](#)

OUTCOME

The promoted event sold out, according to the project team.

SAALT: DESIGN WITHOUT SHAME

An early-stage branding engagement for a reusable period-care company required more than a clean identity. The creative process itself had to reflect the audience and the subject.

WOMEN LED

THE CORE CREATIVE DIRECTION AND
VISUAL DECISIONS

MEN LEARNED

THROUGH DEEP RESEARCH RATHER THAN
ASSUMED EXPERTISE

TABOO → TALK

THE BRAND REFRAMED MENSTRUATION AS
NORMAL AND DISCUSSABLE

AVERY'S CONTRIBUTION

- Helped oversee the branding engagement and creative team structure.
- Protected female leadership within concept development and visual decision-making.
- Participated in research designed to replace discomfort and assumptions with informed creative work.
- Supported in-house development of early logos, advertisements, and brand assets.

Attribution note: this case study documents the Two Birds team's early contribution. Saalt's final launch identity, packaging, and later brand evolution involved additional external partners. Saalt's subsequent growth is context, not claimed as the sole result of this engagement.

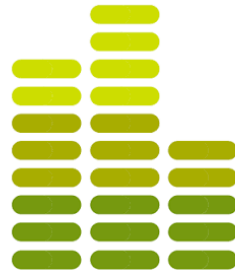
ONE STONE STUDIOS + LABS: MAKE THE ECOSYSTEM LEGIBLE

One Stone was growing into a family of student-driven learning environments—from the Lab School and community service to creative and technical programs. The challenge was to make that complexity easy for students, families, funders, and supporters to understand.

SELECTED LAB IDENTITIES



CATALYST



RIPPLE



FOUNDRY

AVERY'S CONTRIBUTION

- Helped name and organize the Studios + Labs system from concept through launch.
- Built a brand architecture that gave each program a clear identity and purpose while keeping it visibly part of One Stone.
- Aligned the program logos with the established visual language instead of creating disconnected sub-brands.
- Developed the words and launch materials needed to explain the model to students, families, funders, and community supporters.
- Made each lab a clear entry point: something a student could join and a supporter could understand, champion, or fund.

DANGERTV: CREATIVE AS A LIVE EXPERIMENT

At DangerTV, creative production and analytics were inseparable. Every thumbnail, tag, release window, paid push, and short-form clip created another signal about what the audience wanted next.

+113%

VIEW GROWTH OVER TWO YEARS UNDER
AVERY'S DIRECTION

+410K

TIKTOK FOLLOWER GROWTH SUPPORTED
BY SHORT-FORM STRATEGY

+38%

AD REVENUE GROWTH OVER TWO YEARS

ROLE ACROSS THE GROWTH LOOP

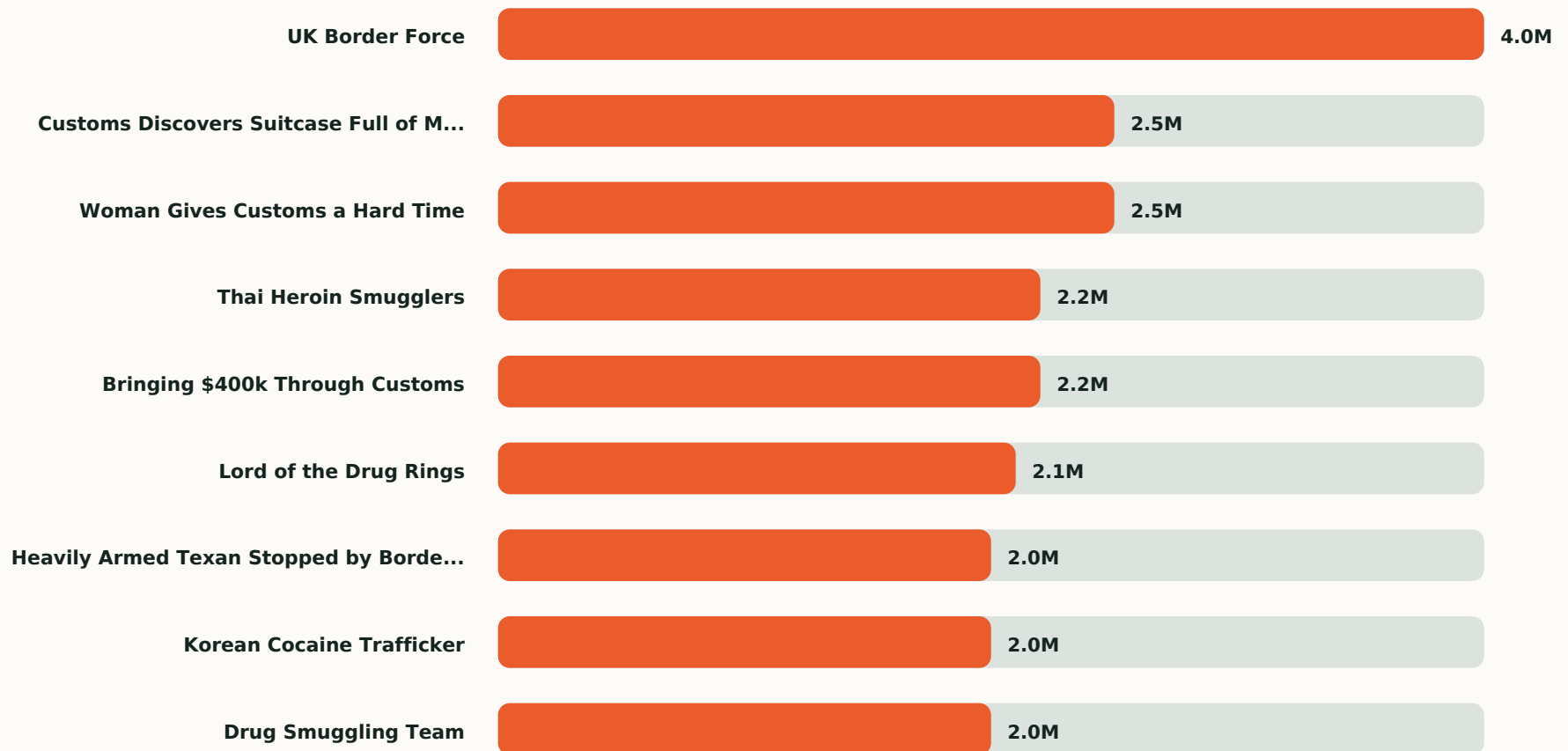
- Thumbnail production and A/B testing.
- Tags, titles, and packaging decisions informed by analytics.
- Timing paid campaigns around content and audience behavior.
- Turning TikTok attention into YouTube traffic through short promotional clips.
- Adapting the strategy to current themes and what the performance data actually showed.

Growth figures supplied by Avery from his role. Public video samples and channel context are documented in the following pages.

VERIFIED PUBLIC PERFORMANCE

MILLION-VIEW PERFORMANCE WAS REPEATABLE

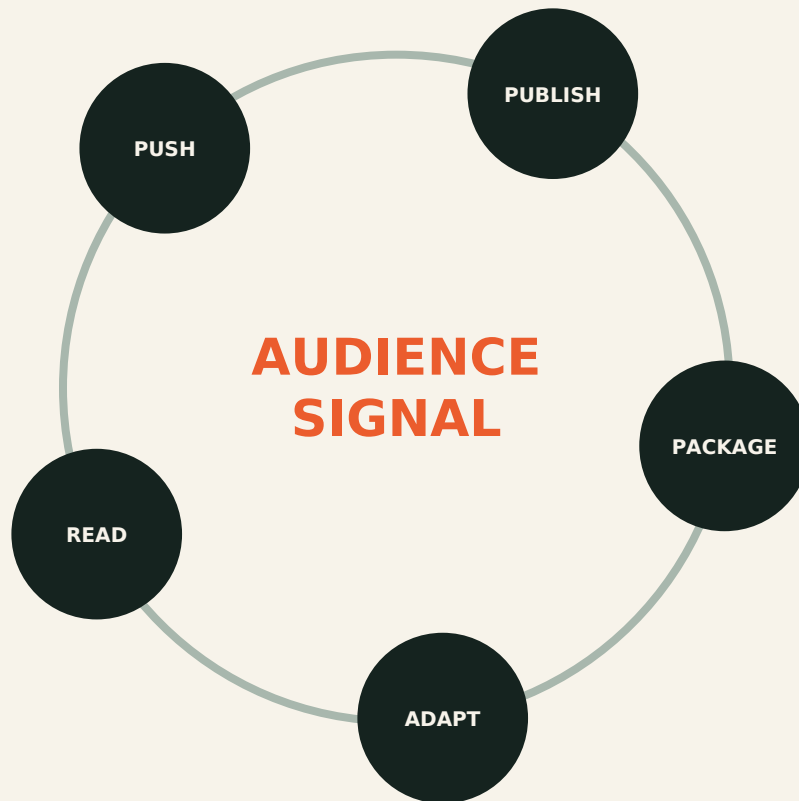
Selected high-performing uploads published during Avery's tenure, ranked by current public lifetime views. This is a documented sample, not a claim about the complete channel archive.



Upload dates verified on public video pages. Views are rounded figures displayed publicly and checked July 2026.

THE OPERATING SYSTEM

ANALYTICS DID NOT END THE CAMPAIGN. THEY STARTED THE NEXT ONE.



HOW AVERY WORKED

- Treat the thumbnail and title as one promise.
- A/B test the promise instead of defending a preference.
- Use tags, timing, and paid support to create a fair test.
- Watch which themes create durable attention.
- Convert short-form curiosity into long-form viewing.
- Carry the learning into the next release immediately.

GROWTH LOOP RESULTS

+113% views / +410K TikTok followers / +38% ad revenue

LEGACY FILM: DESIGNING THE INTERVIEW FROM BOTH SIDES

A self-initiated prototype for a service creating legacy films with families who have lost loved ones. The first film honored Avery's younger sister, Stella, while testing how the process felt for the person sharing the story - not only the person producing it.



**6:00
FILM**

REMEMBERING STELLA / HONORING LEGACY

Interview-led documentary
prototype built from personal
testimony, family perspective, and
archival material.



WATCH THE FILM

WHAT THE PROTOTYPE TESTED

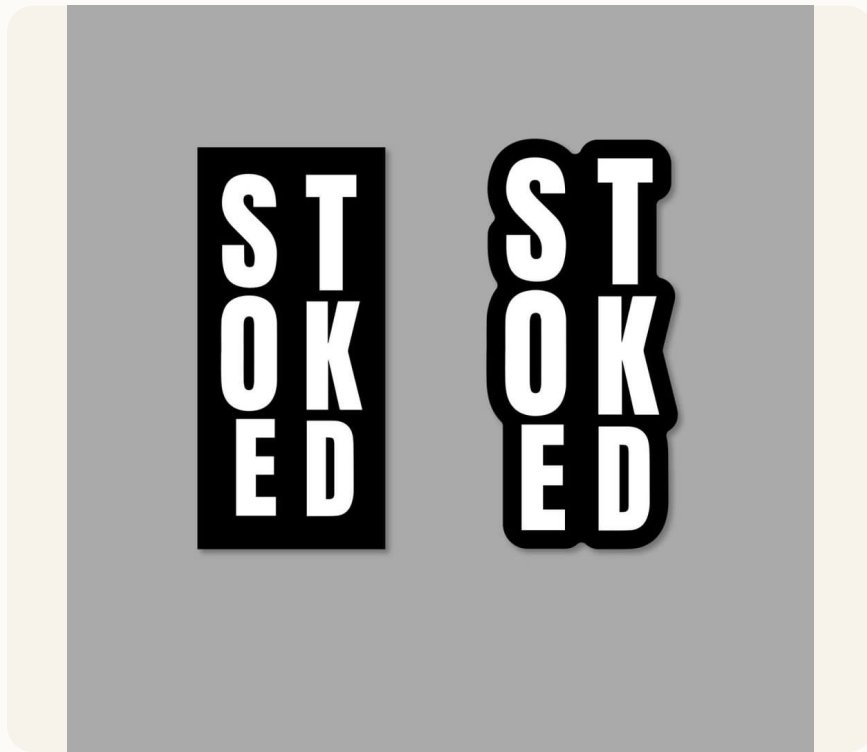
- How to make a sensitive interview feel safe, natural, and worth revisiting.
- How pacing changes the emotional weight of a personal story.
- How it feels to become the participant and interview subject instead of remaining behind the production process.
- How archival material and multiple perspectives can preserve a person's legacy.
- How a deeply personal process could become a thoughtful, repeatable creative service.

END-TO-END OWNERSHIP

**Concept development / experience research / interview planning /
production / filming / narrative structure / editing / final delivery**

IDENTITY SHOULD SURVIVE THE MOCKUP.

Stoked began as a compact typographic mark and expanded into alternate silhouettes and apparel applications. The point was not decoration alone; it was testing whether one recognizable idea could hold together across formats.



MARK EXPLORATION



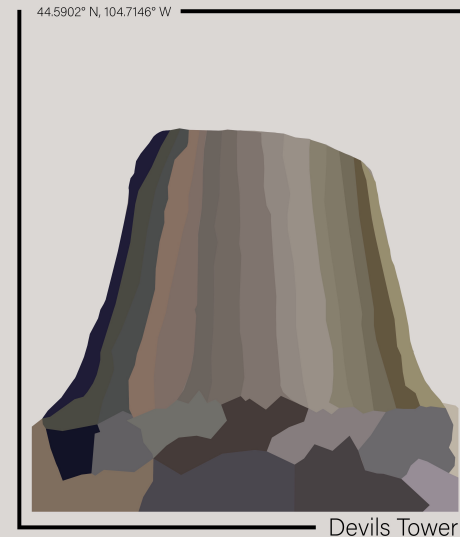
APPAREL MOCKUP

PLACE, REDUCED TO SHAPE AND COLOR.

A pair of geographic poster studies built from simplified forms, limited palettes, coordinates, and a repeatable framing system. Together they show a quieter side of the work: observation, restraint, and consistency across a series.



ANTELOPE CANYON / POSTER STUDY



DEVILS TOWER / POSTER STUDY

METHODOLOGY AND ATTRIBUTION

SOURCES / NOTES

DANGERTV PERFORMANCE	Public YouTube video pages and publicly displayed rounded view counts. Exact upload dates verified from page metadata. Checked July 2026. The 21-video set was selected for documentation and is not a complete channel census. Growth metrics of +113% views, +410K TikTok followers, and +38% ad revenue are supplied by Avery from his two-year role.
DANGERTV CHANNEL CONTEXT	youtube.com/@DangerTV - 1.15M subscribers and approximately 2.2K videos observed July 2026. Channel totals are context and are not attributed solely to Avery.
FARE IDAHO	youtube.com/watch?v=iPqQCDTq9dU - Field to Fork FARE Idaho Introduction, published January 1, 2023. Event outcome supplied by Avery from the project team.
ONE STONE + TWO BIRDS	onestone.org/studios-labs and onestone.org/two-birds - public descriptions of the Studios + Labs ecosystem and student-led professional creative studio. Avery's naming, architecture, identity, messaging, launch, donor-facing campaign, and board contributions are described from firsthand participation. Reported outcomes include roughly \$300K annual Two Birds revenue, a \$500K COVID-era event, 13+ major donor relationships, and a budget plan extending runway from 3 years to 5 years. Catalyst, Ripple, and Foundry marks reproduced with director permission.
SAALT ATTRIBUTION	Two Birds' contribution is described from Avery's firsthand role. Graphical House and Paper Tube Co. publicly document additional launch identity and packaging work. Later company growth is context, not a single-campaign attribution.
INDEPENDENT VISUAL WORK	Stoked identity exploration and geographic poster studies supplied from Avery's personal archive. Presented as independent concept work, not commissioned client campaigns.
LEGACY FILM PROTOTYPE	youtube.com/watch?v=zeM0bVemPnY - Remembering Stella / Honoring Legacy. The service concept, research intent, end-to-end production role, and participant perspective are described from Avery's firsthand account.
TEAM CREDIT	All Two Birds work is presented as collaborative studio work. Individual language is limited to Avery's stated leadership, research, strategy, and production responsibilities.

Portfolio prepared July 2026. Client marks and referenced works remain the property of their respective owners.