



AVERY ANDERSON

CREATIVE STRATEGIST / CONTENT CREATOR / BRAND BUILDER

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PROFILE

Creative strategist with 5+ years of experience spanning agency leadership, advertising, brand development, content creation, and audience analysis. Turns ambiguous ideas into clear stories, cohesive visual systems, and measurable campaign outcomes.

CREATIVE EXPERIENCE

Co-Director & Campaign Mentor

2018-2023

Two Birds / One Stone

- Co-directed student creative teams from brief to delivery for a student-led agency generating roughly \$300K in annual revenue.
- Created campaign assets and donor-facing communications supporting a COVID-era event that raised \$500K and helped foster 13+ major donor relationships.
- Co-led One Stone Studios + Labs naming, brand architecture, identity alignment, launch messaging, and rollout.
- Served two years on One Stone's Board as brand liaison; developed a budget strategy extending projected runway from 3 years to 5 years without added funding, layoffs, or salary cuts.

Advertising Specialist

2021-2023

DangerTV

- Directed YouTube packaging, thumbnails, A/B testing, tags, campaign timing, and short-form traffic funnels; views grew 113% over two years under Avery's direction.
- Supported TikTok growth of 410K followers and helped increase ad revenue by 38% through analytics-informed creative and advertising decisions.
- Created promotional assets for DangerTV's always-on streaming channel and YouTube presence.

Independent Creative

Selected

Freelance / Project-Based

- Delivered campaign assets, posters, digital content, and brand systems for Vertical View, early-stage technology companies, and Upwork clients.

Emergency Department & Monitor Technician

Present

Saint Alphonsus

- Communicate across multidisciplinary teams in a high-volume clinical environment where prioritization, accuracy, and calm execution matter.

IMPACT SNAPSHOT

+113%

DANGERTV VIEWS OVER TWO YEARS

+410K

TIKTOK FOLLOWERS SUPPORTED

+38%

DANGERTV AD REVENUE

\$500K

ONE STONE EVENT FUNDRAISING SUPPORT

13+

MAJOR DONOR RELATIONSHIPS

3 to 5

YEARS OF PROJECTED BUDGET RUNWAY

CAPABILITIES

Strategy:	Content marketing, brand strategy, campaign development, audience analysis
Creative:	Adobe Creative Cloud, visual storytelling, art direction, copywriting
Leadership:	Creative direction, mentorship, client presentations, project management
Tools:	Adobe Creative Cloud, YouTube Analytics, Excel, PowerPoint, Word, PDF
Methods:	Human-centered design, design thinking, rapid ideation, workshops

EDUCATION

High School Diploma / One Stone

Project-based education centered on design thinking, entrepreneurship, authentic client work, and community problem-solving.