



What does T.C. stand for?

## T.C. PELLETT

art direction and  
adobe creative suite

social media strategy,  
content creation and  
management

creative writing for  
publication, web and media

digital photography and  
video production

project and event  
management

business development

585.750.5028

[tcpellett@gmail.com](mailto:tcpellett@gmail.com)

[initial-here.com](http://initial-here.com)

### FULL-TIME

---

#### Initial Here Creative Services

Freelance creative strategist, art director, & social media consultant (March 2015 - present)

#### Brand Cool Marketing

Manager of Public Relations & Social Strategy/Art Director (August 2013 - March 2015)

#### Monroe County Department of Parks

Marketing & Education Manager (September 2008 - August 2013)

#### Seneca Park Zoo Society

Marketing & Corporate Relations Director (December 2006 - September 2008)

#### Visit Rochester

Director of Brand Management & E-Marketing (September 2005 - December 2006)

Manager of Public Relations (September 2003 - September 2005)

#### Rochester/Finger Lakes Film & Video Office

Assistant Director (June 2000 - September 2003)

#### George Eastman Museum

Coordinator of Public Programs (July 1999 - June 2000)

Visitor Services/  
Public Relations Assistant (May 1998 - July 1999)

George Eastman Archive  
and Study Center (April - November 1998)

### AWARDS

---

#### Gold ADDY Award

Logo/Identity Campaign, March 2016

#### Silver ADDY Award

Full Campaign, March 2016

#### Gold ADDY Award

Social Media Campaign, March 2015

#### Ad Council of Rochester Lantern Award

Awarded April 2014

#### Silver ADDY Award

Social Media Campaign, March 2014

#### Rochester Business Journal Forty Under 40 Award

Awarded November 2011

### VOLUNTEER

---

#### Causewave Community Partners

Volunteer & Donor, 10 years

#### George Eastman Museum

Eastman Legacy Committee

#### Rochester Advertising Federation

Past President, Board of Directors,  
Volunteer, 4 years

### EDUCATION

---

#### Nazareth College

Bachelor of Arts