

CARL CORRY

Louisburg, NC 27549 | 919-825-7114 | carljcorry@gmail.com
linkedin.com/in/carlfrominkterra/

BRAND STRATEGY | CREATIVE STRATEGY | CLIENT EXPERIENCE

PROFESSIONAL PROFILE

Brand strategist and creative business owner with hands-on experience translating business problems into identity systems, campaigns, customer experiences, and physical brand touchpoints. Combines customer psychology, client discovery, visual identity, copy, environmental branding, and production knowledge to develop practical creative solutions. Comfortable moving between strategy and execution and working directly with owners, sponsors, vendors, and production partners.

CORE COMPETENCIES

Brand Strategy • Creative Strategy • Client Discovery • Customer Psychology • Positioning • Visual Identity • Creative Direction • Campaign Development • Environmental Branding • Copywriting • Presentation Development • Client Relations • Vendor Coordination • Production Planning • Business Development

PROFESSIONAL EXPERIENCE

Owner & Creative Director | InkTerra Prints | Raleigh, NC | September 2023-Present

- Founded a branding and creative-production business helping service companies improve visibility and marketing effectiveness.
- Leads client discovery to translate business goals into identity systems, environmental graphics, and promotional campaigns.
- Applies customer psychology and context-of-use thinking to marketing recommendations, focusing on how, where, and under what circumstances customers encounter a message.

Founder & Creative Director | Pic Eros | Raleigh, NC | June 2025-Present

- Built a consumer brand around memory preservation. Treated products, retail design, technology, and customer service as components of one coherent customer experience.
- Uses direct market observation and customer conversations to identify demand, objections, friction points, and opportunities, then rapidly adapted merchandising, pricing, product selection, and customer flow.
- Identified a major conversion barrier among customers who wanted physical prints but did not know how to move photographs from their phones into an ordering workflow.
- Developed a customer-experience strategy that progressed from assisted ordering and QR submission toward a dedicated kiosk and mobile web application designed to make photo transfer and ordering easier.
- Designed the physical retail environment to encourage discovery, interaction, demonstrations, storytelling, and personalized products while maintaining the core brand belief that memories and moments are worth preserving.

SELECTED STRATEGY & BRAND WORK

Great American Fourth of July Bash - Event Brand System

- Created the Great American Fourth of July Bash concept from the ground up, including the event name, theme, visual identity, and promotional strategy, with the goal of turning an annual party into a recognizable recurring event people would anticipate and talk about.
- Extended the event brand across flyers, updates, banners, apparel, koozies, and sponsor materials while working directly with sponsors, coordinating brand representation, soliciting local prize donations, and managing the promotional and sponsorship components through delivery.

Residential Service Marketing - Door-Hanger Strategy

- Developed direct-marketing programs informed by residential customer psychology and the physical environment in which homeowners encounter advertising.
- Combined positioning, copy, design, offer structure, production, and distribution considerations into campaign recommendations; multiple clients reordered, including one client purchasing several times within a year.

MacNeela's Tree Service - Brand Identity & Local Advertising

- Developed a new brand identity from a minimal starting point and extended it into practical customer-acquisition applications including yard signage and printed marketing materials.

Supreme Finish Auto Detailing - Brand & Environmental Identity

- Developed brand identity and customer-facing applications including vehicle graphics and environmental branding.

TOOLS

Adobe Illustrator • Adobe Photoshop • WordPress • Elementor • Microsoft Office • Major social platforms • GitHub • QuickBooks • Apollo.io • Familiar with Slack, Zapier, Monday.com, and CRM/workflow platforms

EDUCATION

Wake Technical Community College | Raleigh, NC - Coursework in Global Business; 69 college credits completed | 2015-2017
Salzburg College | Salzburg, Austria - International Business & Austrian Culture; Study Abroad Program | 2016
Living Arts College | Raleigh, NC - Coursework in Game Design | 2012-2013

