



## TERRY ZELEN

Terry Zelen is a seasoned Creative Director. He is also an agency owner with more than 35 years of experience with a wide array of industries for advertising and marketing. Terry serves as President of Zelen Communications, Inc. based in Tampa, Florida. He manages a crew of designers, programmers, account management and strategic professionals. As team leader, he cultivates their talents while ensuring the highest level of quality for their creative and marketing efforts for our clients to drive tangible results.

As an advertising pioneer who embraces today's technology in its early stages, Terry embodies a rare breed of individual that is creative as well as a marketing strategist. In fact, his reputation consists of crafting award winning advertising and marketing campaigns. He and his team collaborate with their clients to drive tangible results and meet the intended goals.

His firm specialized in overall marketing services, with an emphasis related to online marketing strategies and custom website and ecommerce solutions. The agency is also heavily involved in Artificial Intelligence (AI) and have embraced this extraordinary new technology.

### **Involvement:**

Terry recently became a member of the Forbes Agency Council and serves on the executive board for the Economic Club of Tampa and is an active member of the TBBA Sales and Marketing Council. He also serves as a Trustee for the Florida Sales & Marketing Council at the Florida Home Builders Association. He's a past member of the Urban Land Institute, member of the University of Tampa Board of Fellows, the West Coast Chapter of CCIM Florida, past board member for Leadership Tampa Bay, and is a lifetime board member of the Tampa Bay Builders Association (TBBA). He's received numerous accolades for his work in print, website design/development, and marketing throughout his career.

### **More About Terry Zelen:**

Not only does Terry enjoy involvement within his community, but also has offered his talents to pro-bono causes over the years including marketing efforts with the Tampa Bay Builders Association, Economic Club of Tampa, University of Tampa's Entrepreneurship Center, Sustany Foundation and numerous other non-profit organizations. He's a strong advocate for giving back to the community where he lives and works.

In his free time, he enjoys spending time with his family, fishing, diving, spear-fishing, hiking, sporting clay shooting, boating, kayaking and listening to music and he has three dogs. He also enjoys working with his hands and spends time designing and building furniture and projects at his home. He and his family are foodies and travel on their stomachs whenever they venture out on vacations. Terry additionally enjoys wines and spent his early years out of college as a waiter at Bern's Steakhouse. He did this while starting out in the advertising business.

Terry attended the University of Tampa and obtained majors in both Marine Science, Biology and minors in Chemistry and Art. So, naturally he pursued an occupation in Marketing... He and his family live in South Tampa and enjoy the Florida lifestyle year-round.

Marketing ~ Another Way.