



Yohannan Terrell, Chief Creative Officer

PARTNER / Warhol & WALL ST.

Yohannan is an award winning marketing professional with over 15 years of progressive experience in all aspects of successful traditional marketing, non-traditional marketing, digital marketing, and multi-media. He excels in developing and implementing impactful campaigns and strategies built for success. He is also accomplished in team building, project management, and collaborating effectively with stakeholders, vendors and clients.

Yohannan holds a Bachelor's degree in Psychology from the Ohio State University and a Minor in Marketing from the Ohio State University.

Yohannan Terrell

Co-founder and CEO

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www.warholandwallst.com

EDUCATION

- The Ohio State University, Bachelor of Psychology
- The Ohio State University, Minor in Marketing

APPOINTMENTS

- Short North Alliance Board Of Directors
- Nationwide Children's Hospital Development Board
- Create Columbus Commission
- GenWex Advisory Council
- eMarketing Association Network
- Wexner Center For Arts Off The Grid Event Host Committee

AFFILIATIONS

- Alpha Phi Alpha Fraternity, Incorporated
- Columbus Black Professionals
- Franklin County Urban Coalition
- Black Enterprise Magazine Host Committee Event Coordinator 2012 & 2013

RELATED EXPERIENCE

- **Co-Founder of <BLK_hack> minority start-up platform 2015-Present**
- **Online Director**, Interactive One/Radio One 2010 - 2014
- **FlyPaper Online Magazine**, Publisher 2007 - Present
- Marketing/Promotions Consultant 2002 - 2012
- **Experience Columbus**, Black Enterprise Conference Welcome Campaign, Creative Lead 2012-2013

RELATED WORK

Warhol & WALL ST., Ltd

Co-Founder/CEO (5 years) August 2011- Present

- Manages creative team and creative direction of branding campaigns.
- Develops new business opportunities and creates opportunities for clients to stand out from competitors and among customers.
- Manages Warhol Ventures investment and special projects unit
- Creates strategic business partnerships and opportunities for creative collaboration amongst partners
- Attends relevant trade shows, networking events and workshops for new business opportunities.
- Manages marketing campaigns and projects \$100,000+

