

ANTOINE M. BACCUS

CREATIVE DIRECTION & BRAND STRATEGY

DFW, TX | (972) 458-4776 | antoinebaccus@gmail.com | linkedin.com/in/antoine-baccus/

PROFESSIONAL SUMMARY

Creative professional spanning visual identity, campaign design, entertainment media, merchandise development and storytelling.

RELEVANT EXPERIENCE

Genius Branding | Independent Creative Services | 2010–2025

- Developed logo systems, digital advertisements, artist branding and promotional creative across multiple industries.
- Portfolio archive includes client identity concepts, event flyers, brand boards and entertainment media kits.

Crown & Covenant Apparel | Creative Direction | Current

- Created merchandise graphics, retail catalog materials, store banners and coordinated promotional assets.
- Developed visual materials supporting school apparel initiatives and online shopping experiences.

Independent Music & Media | 2005–2025

- Developed artist identity, cover artwork and promotional materials alongside music production and media work.

CORE COMPETENCIES

Adobe Photoshop • Illustrator • InDesign • Graphic design • Brand identity • Art direction • Social campaigns • Editorial design

EDUCATION & BACKGROUND

B.S., Music Business — Full Sail University (2024) | Business Law coursework — Prairie State College (2015)

Additional background: security operations in Illinois and Texas (2013–2025); independent music and entertainment (2005–2025).