

ANTOINE M. BACCUS

MULTIDISCIPLINARY EXECUTIVE | CREATIVE DIRECTOR | BRAND & DIGITAL BUSINESS STRATEGIST

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PROFESSIONAL PROFILE

Multidisciplinary entrepreneur and creative director with a background in entertainment and media (2005–2025), independent branding services (2010–2025), professional security operations (2013–2025), and current business leadership. Brings together visual communication, e-commerce, marketing, original content, stakeholder engagement, and operational risk awareness.

SELECTED ACCOMPLISHMENTS

- Completed more than 150 branding and creative projects for artists and customers through Genius Branding, 2010–2025 (self-reported).
- Generated approximately \$4,000 in music streaming revenue from independently released albums during 2022–2023 (self-reported).
- Created apparel merchandising, product collections, storefront creative, and school partnership proposal materials for Crown & Covenant Apparel.

PROFESSIONAL EXPERIENCE

CEO & CREATIVE DIRECTOR | Crown & Covenant Ventures Group, LLC | Current

- Lead positioning, creative direction, digital presence, and communications for business initiatives spanning apparel, creative services, and publishing.
- Develop brand systems, marketing assets, website content, commercial presentations, and product concepts across divisions.

FOUNDER / BRAND MANAGER / GRAPHIC DESIGNER | Genius Branding | 2010–2025

- Produced visual identities, logo concepts, campaigns, promotional collateral, and client-facing design assets for businesses and independent artists.
- Coordinated client briefs, concepts, revisions, deliverables, and project communications.

INDEPENDENT MUSIC ARTIST / PRODUCER / ENTERTAINMENT MARKETER | True Genuis / 5LE INC | 2005–2025

- Created and promoted independent music releases; developed artist branding, artwork, recording projects, and promotional media.
- Worked across music production, audio engineering, entertainment marketing, and artist support.

SECURITY OFFICER / LEVEL II SECURITY GUARD | Multiple contracts, Illinois & Texas | 2013–2025

- Performed patrols, access monitoring, surveillance, incident documentation, emergency response, guest assistance, and de-escalation.
- Coordinated with colleagues, property representatives, and emergency responders when necessary.

SELECTED SECURITY ASSIGNMENTS

- D&L Entertainment — Overnight / Firewatch Guard, Plano, TX (began April 2024; within security career ending 2025)
- Code 3 Security — Overnight / Firewatch Guard, Prosper, TX (October 2023–March 2024)
- Kai Legacy West — In-House Security Guard, Plano, TX (December 2022–May 2023)
- Mandalay Towers — Second Shift Security Guard, Irving, TX (January 2021–November 2022)

SKILLS AND TECHNOLOGIES

Business development • Creative direction • Brand strategy • Marketing communications • Client relations • Digital merchandising • Website design • Project coordination • Incident reporting • De-escalation • Customer service

Adobe Photoshop, Illustrator & InDesign • Shopify • WordPress • Google Analytics • Meta Business Suite • ManyChat • Microsoft Office • Google Workspace • Zoom • Teams • Slack

EDUCATION

Bachelor of Science, Music Business — Full Sail University, 2024

Business Law coursework — Prairie State College

ADDITIONAL BACKGROUND

U.S. Navy veteran. Historical training and credentials include Texas Level II Security, Illinois PERC, CPR/AED, and handcuff training; current licensure is not asserted.