



EVERTONALLEN

SENIOR CREATIVE

 (305) 322-5751

 HELLO@EVERTONALLEN.COM

 EVERTONALLEN.COM



ABOUT EVERTON

A Miami-bred creative problem solver that is passionate about storytelling. As a successful risk-taker with an extensive background in creative, I have helped cultivate the indelible identities of two professional sports teams, various large scale events and activations, and most recently, a highly-profitable business consulting firm that is well on it's way to bringing in \$125M for the fiscal year.

MIAMI DOLPHINS x BAPTIST HEALTH TRAINING COMPLEX BRANDING



When I returned to the Dolphins as a consultant in 2019, this was the first creative problem I had to solve. Sometimes, it's not about the creativity and beauty you can put into a design. Sometimes the prompt calls for understanding the problem and delivering on what the client needs. This was a simple execution technically but there's a certain level of finesse that must go into it. As a legacy piece, this is one of my favorites as I get to live in the same community as my work.



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NY/NJ FIFA WORLD CUP 2026 HOST CITY BRANDING

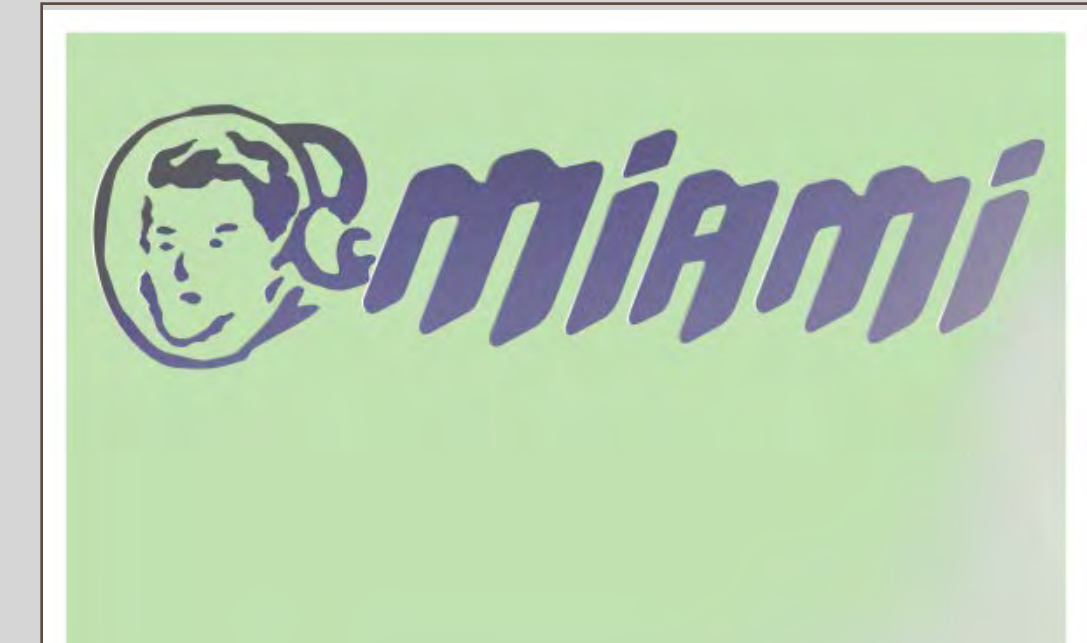


Sometimes the final product isn't what we recommend to the client and that's okay! Had the honor of working on the official host city logo for NY/NJ's collaborative effort to host the 2026 FIFA World Cup. While the first logo and color scheme above was what I preferred, we landed on the layout in the second concept. After I completed that portion, the colors were further altered and secondary copy was added. Still, very proud of this work.



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BILLIONAIRE BOYS CLUB GRAND OPENING



Billionaire Boys Club opened a flagship store to much fanfare in 2022 in Wynwood Miami. I was fortunate enough to lead design execution on all deliverables including photo ops, a bar, the DJ booth, and even a co-branded ice cream cart! The event featured many VIPs including BBC's owner and creative multi-hyphenate Pharrell Williams.



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CARDONE VENTURES: GROWTHCON MILLIONAIRE MIXER



One of my favorite things to experience in this industry is my work going places I am not. I was blessed with the opportunity to lead the creative for Cardone Ventures flagship event, the Millionaire Mixer at Hakkasan in Vegas for the 2023 GrowthCon event. Not only did we create a full digital takeover from from the main stage, the bar and entrances, there was supporting print collateral throughout.

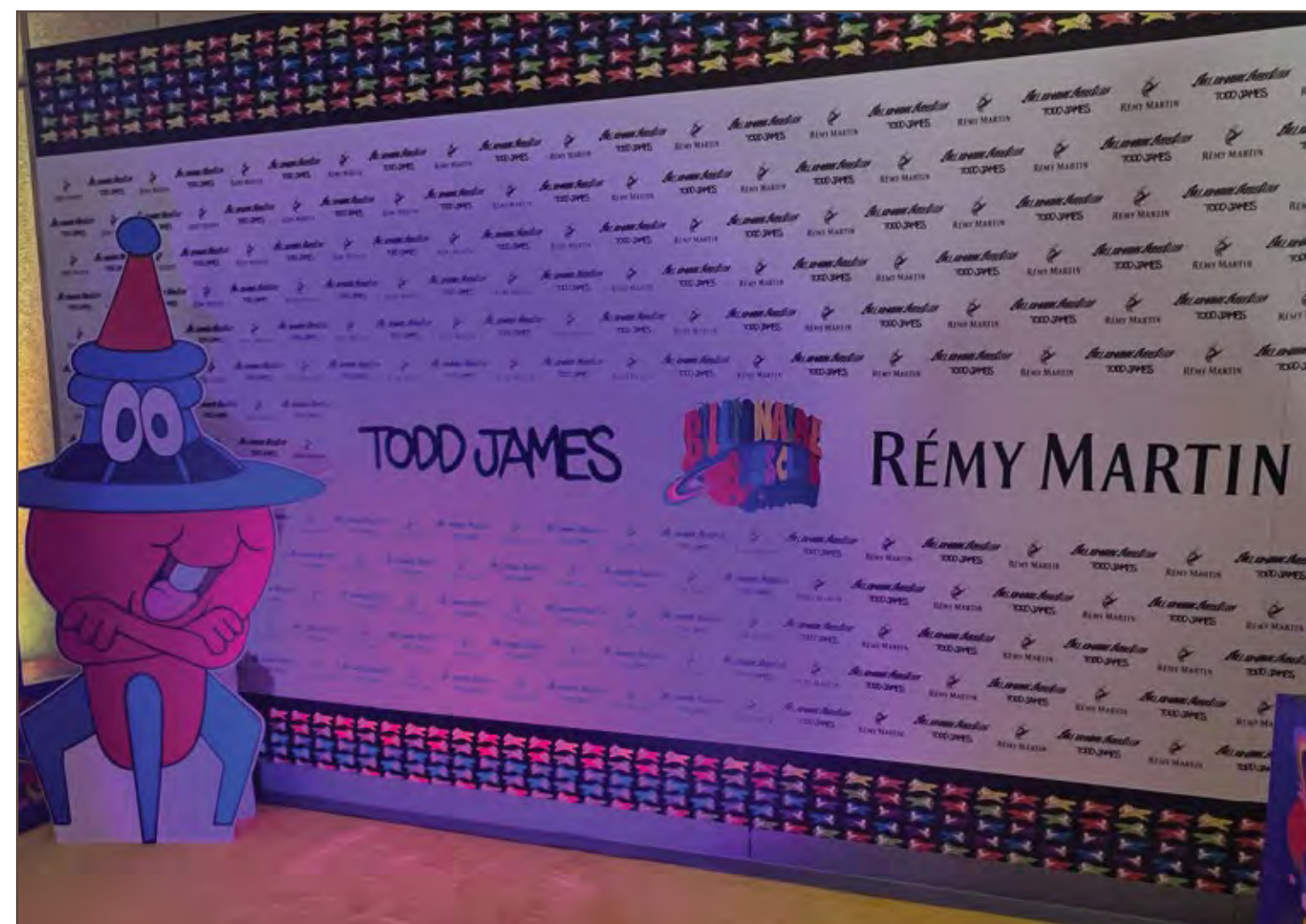


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BILLIONAIRE BOYS CLUB BASEL ACTIVATION



Due to the success of the Billionaire Boys Club grand opening, we were brought back in for Art Basel. We delivered similar executions along with new items like a new slushie cart and a wrap at the store entrance.



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THE CLEVELANDER: FOOTBALL HQ CAMPAIGN



The Clevelander is an iconic Miami hotel brand that is situated on the historic Ocean Drive. For the upcoming football season, I was tapped to create a campaign including digital, print, and large format components. Not pictured is the oversized “Football HQ” arch entrance that greets patrons!



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ALMO NATURE: PREMIUM PET FOOD CATALOG



Almo Nature is an exceptional pet food company based in Italy that operates to provide for its non-profit. Doing noble work while also providing a great product really mad me a fan of the company. Here we have the most recent product catalog I worked on with them. I have also created digital assets, large format print products, and several other print applications.



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FLOKID: DIGITAL EPK



Flokid, a local Miami artist, had his management reach out to me to create a press kit to house media and links. This interactive deck was produced, affording him a look & feel, and a housing for all pertinent information.



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BULLPEN MAFIA: PODCAST BRANDING

BULLPEN



M A F I A



BULLPEN MAFIA



BULLPEN MAFIA



BULLPEN MAFIA



BULLPEN MAFIA



BULLPEN

M A F I A



The Bullpen Mafia is a Miami based podcast focusing on everything MLB. Tying in classic baseball motifs from the northeast, “Tony Baseball” was born. A full branding package was created for the team and I am extremely happy with how it came out!



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MIAMI DOLPHINS RETRO T-SHIRT EXECUTION



Nostalgic storytelling through merchandise is one of my favorite creative outlets. With these concepts, I paid homage to the “Aqua Facemask” era in the Miami Dolphins history. With 80’s & 90’s design cues from pop culture, Monday Night Football, and Starter apparel, I came up with these concepts. A select few made it to the Dolphins Team Store for fans to purchase (with slight modifications).



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MIAMI DOLPHINS x BUD LIGHT 305 GAME DAY CAMPAIGN

305
Game Day
PRESENTED BY
BUD LIGHT

ENTER TO WIN
THE ULTIMATE
305 GAME DAY
EXPERIENCE

GRAND PRIZE INCLUDES YOUR CHOICE OF
THE FOLLOWING GAME DAY VIEWING EXPERIENCES:

- SUITE AT THE VERSACE MANSION

- PRIVATE YACHT EXCURSION

- PRIVATE EVERGLADES TOUR
AND GAME DAY VIEWING EXPERIENCE

- ROOFTOP GAME DAY VIEWING PARTY



ENTER NOW: [DOLPHINS.COM/305GAMEDAY](https://dolphins.com/305GAMEDAY)

MIAMI DOLPHINS 305 GAME DAY PRESENTED BY BUD LIGHT PROMOTION
NO ENTRY FEE, PAYMENT, OR PROOF OF PURCHASE IS NECESSARY TO ENTER OR WIN. The promotion is valid outside of the State of Florida. Must be 21 or older at time of entry to enter. The Promotion begins at 12:01 a.m. ET on October 6, 2020, and ends at 11:59 p.m. ET on December 13, 2020 ("Promotion Period"). Registration online at www.dolphins.com/305gameday (the "Site Promotional Page"). ENJOY RESPONSIBLY

Had the privileged to bring this campaign to life with one of the Dolphins' and NFL's biggest partners, Bud Light. This concept would be used to promote the campaign in both digital and in-person marketing including the Versace Mansion on South Beach and rooftop bar, No. 3 Social in Wynwood.

EVERTONALLEN

BACARDI (STILLHOUSE) CORPORATE DESIGN SUPPORT

Our whiskey is distilled in a traditional copper pot still then charcoal filtered for superior quality and taste which lets the natural sweetness of the corn shine through. The final ingredient comes in a metal can that will take a wallop so you can drag it to the ends of the Earth. But then you already knew that.

ORIGINAL WHISKEY

100% Stainless Steel
Portable
Chills Quickly
Goes Where Glass Can't
Gluten Free
Versatile & Mixable

MSRP \$18.99

THE WHISKEY

- Award-Winning American Clear Whiskey
- Estate Grown Corn
- Charcoal Filtered
- Smooth Finish
- Gluten Free
- Versatile & Mixable

THE CAN

- 100% Stainless Steel
- Portable
- Chills Quickly
- Goes Where Glass Can't

MSRP \$18.99

IN THE BACKYARD

STILLHOUSE ROOT 66

Recipe: 2 parts STILLHOUSE Original Whiskey, 3 parts root beer

Vessel: STILLHOUSE Mug

Preparation: Build over ice, and serve

IN THE BACKCOUNTRY

ORIGINAL ALE

Recipe: 1 part STILLHOUSE Original Whiskey, 3 parts ginger ale

Garnish: Lime wedge

Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

We've blended southern sweet peach tea with our 100% clear corn whiskey to make what's sure to be the smoothest drink you'll ever take from an oil can.

PEACH TEA WHISKEY

100% Stainless Steel
Portable
Chills Quickly
Goes Where Glass Can't
Gluten Free
Versatile & Mixable

MSRP \$18.99

THE WHISKEY

- Award-Winning American Clear Whiskey
- Estate Grown Corn
- Charcoal Filtered
- Smooth Finish
- Gluten Free
- Versatile & Mixable

THE CAN

- 100% Stainless Steel
- Portable
- Chills Quickly
- Goes Where Glass Can't

MSRP \$18.99

IN THE BACKYARD

BACKYARD SMASH

Recipe: 2 parts STILLHOUSE Peach Tea Whiskey, 1 part lemonade, 1 part brewed iced tea

Garnish: Lemon wheel • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

IN THE BACKCOUNTRY

PEACH TEA SODA

Recipe: 1 part STILLHOUSE Peach Tea Whiskey, 3 parts ginger ale

Garnish: Lime wedge • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

TOAST TO ADVENTURE

FLORIDA GEORGIA

Recipe: 2 parts STILLHOUSE Peach Tea Whiskey, 1 part DJ

Vessel: Metal cup • Preparation: Combine ingredients over ice, shake, and serve chilled without ice

Our barrel-aged bourbon turns the boldness of roasted coffee beans into soft, aromatic notes. Caramel also plays its role in this remarkably smooth and balanced adventure. Taste it and you'll know why. Then you'll thank us and you'll be very welcome.

BLACK BOURBON

100% Stainless Steel
Portable
Chills Quickly
Goes Where Glass Can't

MSRP \$24.99

THE BOURBON

- Blend of Corn, Rye, Barley and Limestone Water
- Charred New American Oak Barrels
- Charcoal Filtered
- Mellowed in Roasted Small Batch Coffee Beans

THE CAN

- 100% Stainless Steel
- Portable
- Chills Quickly
- Goes Where Glass Can't

MSRP \$24.99

IN THE BACKYARD

METAL AND MAPLE

Recipe: 2 parts STILLHOUSE Black Bourbon, 1 spork maple syrup, 2 dashes butter

Garnish: Orange wedge • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

IN THE BACKCOUNTRY

BOURBON HIGGALL

Recipe: 1 part STILLHOUSE Black Bourbon, 3 parts ginger ale

Garnish: Lime wedge • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

TOAST TO ADVENTURE

BOURBON N. BEER

Recipe: 1 shot STILLHOUSE Black Bourbon, one can of beer

Vessel: Metal cup & Shot container • Preparation: Serve Bourbon chilled in shot vessel, fill beer into cup, drop shot into beer

It's all-natural, gluten-free, and distilled from 100% estate grown corn with limestone water. Then we filter it through sugar maple charcoal because that's what tastes best. The metal can chills super fast, and it mixes well with damn near anything.

CLASSIC VODKA

100% Stainless Steel
Portable
Chills Quickly
Goes Where Glass Can't

MSRP \$17.99

THE VODKA

- All-natural and Gluten Free
- Estate Grown Corn
- Limestone Water
- Filtered through Sugar Maple Charcoal
- Polished Finish

THE CAN

- 100% Stainless Steel
- Portable
- Chills Quickly
- Goes Where Glass Can't

MSRP \$17.99

IN THE BACKYARD

AMERICAN ONEFUND

Recipe: 1 part STILLHOUSE Classic Vodka, 3 parts grapefruit soda water

Garnish: Lime wedge • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

IN THE BACKCOUNTRY

WINTERWATER SPIRITS

Recipe: 1 part STILLHOUSE Classic Vodka, 3 parts club soda

Garnish: Lime wedge • Vessel: STILLHOUSE Mug

Preparation: Build over ice, garnish, and serve

TOAST TO ADVENTURE

FREEFROM RIDE

Recipe: 1 part STILLHOUSE Classic Vodka, 2 parts pineapple juice, 2 parts coconut water

Vessel: Metal cup • Preparation: Combine ingredients over ice, shake, and serve chilled without ice



STILLHOUSE is a fairly new Bacardi brand that has plenty of opportunity to grow. I work directly with the brand manager to illustrate benchmarks of the brand through creative support for corporate consumption. We also create outward facing pieces to help sellers and consumers understand the brand better.

WELCOME THE GREAT AMERICAN RACE TO UNBREAKABLE NATION

Investing \$386K and leveraging the power of NASCAR to fuel the growth of Stillhouse and build our Unbreakable tribe

WHY NASCAR?

- RATED BROADCAST**: Since its first broadcast in 1975, the Daytona 500 has been the #1 RATED NASCAR BROADCAST ANNUALLY
- #1 OPPORTUNITY IN SPORTS**: NASCAR FANS ARE 30% MORE LIKELY TO RESPOND TO SPONSORSHIP
- ECONOMIC IMPACT**: DAYTONA INTERNATIONAL SPEEDWAY PROVIDES THE ANNUAL ECONOMIC IMPACT OF \$1.8 BILLION TO FLORIDA
- VALUED BRAND**: THE DAYTONA 500 IS AMONG THE 10 MOST VALUABLE SPORTS EVENTS AS RANKED BY FORBES

NASCAR FANS ARE STILLHOUSE FANS

32% of NASCAR fans drink whiskey

+35% more likely to agree with the statement "I buy goods produced by my own country whenever I can"

86% of our target mindset are very interested in NASCAR as they go to sport

+93% more likely to recommend a sponsor brand

OUR TARGET MINDSET: ADVENTURE-SEEKING EXUBERANT

SPORTS SOCIALABLE OUTDOORS EDGY PATRIOTIC RISK TAKERS RESILIENT DIY

Stillhouse drinkers significantly over index in going to motor events or watching them on TV or online (185)

THE OFFICIAL BOURBON OF THE DAYTONA 500

PARTNERSHIP TIMING: APRIL 2021 – APRIL 2023
FULL PORTFOLIO DISTRIBUTION DURING ALL RACEWAY EVENTS

AWARENESS: Generate brand exposure and capture consumer mindshare

TRIAL: Create opportunities for Daytona 500 fans to experience the Stillhouse brand

CAPTURE: Sustain consumer attention and inspire fans to become loyal

CONVERSION: Provide impactful tools which will allow distributors and retailers to sell more product

EXCLUSIVE CATEGORY: EXCLUSIVE RIGHTS IN THE DESIGNATED CATEGORY EXCLUSIVE USE OF ALL DAYTONA-OWNED IP FOR REGIONAL MARKETING PROMOTIONS AND LEAD GENERATION PROGRAMS

OFFICIAL DESIGNATIONS: OFFICIAL BOURBON OF DAYTONA INTERNATIONAL SPEEDWAY OFFICIAL BOURBON OF THE DAYTONA 500

PAID MEDIA: National media promoting partnership and SE geotargeted digital media to drive to retail

SHOPPER: Leverage Daytona 500 IP on shopper materials in the Southeast (FL, GA, TN, AL, MS, NC, SC) Opportunity to expand to national in Y2

NAMING RIGHTS: Stillhouse owned bars on the 100 and 400 levels

ENTERTAINMENT: Premium tickets to leverage commercially for select events at the Daytona International Speedway

CAMPING AREA: On-site consumer activation with sampling opportunities and promotional giveaways

DIGITAL SOCIAL: Consumer social media campaign to select official drink of the Daytona 500 with content leveraged on Daytona owned channels

E-COMMERCE: Daytona 500 kit partnership with pure play partner featuring limited edition can and ingredients to make the official race day drink

Aligned with legal and CR teams on Designated Driver program and Good Spirited initiatives

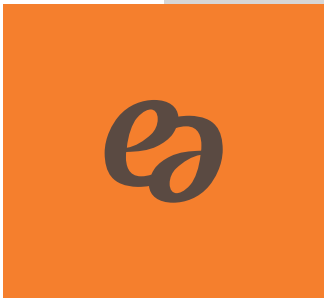


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PERFECT TREE: BRANDING BUILDOUT



Perfect Tree is one of my favorite brands to work with because it really pushes my range on branding. From the logo, to packaging, apparel, homewares, and even water, I've been able to adapt this brand and look to so many things!



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KODAK BLACK x ROLLING LOUD: ICE CREAM TRUCK EXECUTION



Rolling Loud is a major hip-hop music festival that happens annually in Miami Gardens. Artist activations have become extremely important during this time. Kodak Black's team along with local event company LR Brand & Events came up with this concept to support a pop event at UNKNWN in Wynwood. I created all artwork and aided in production execution at the printer.



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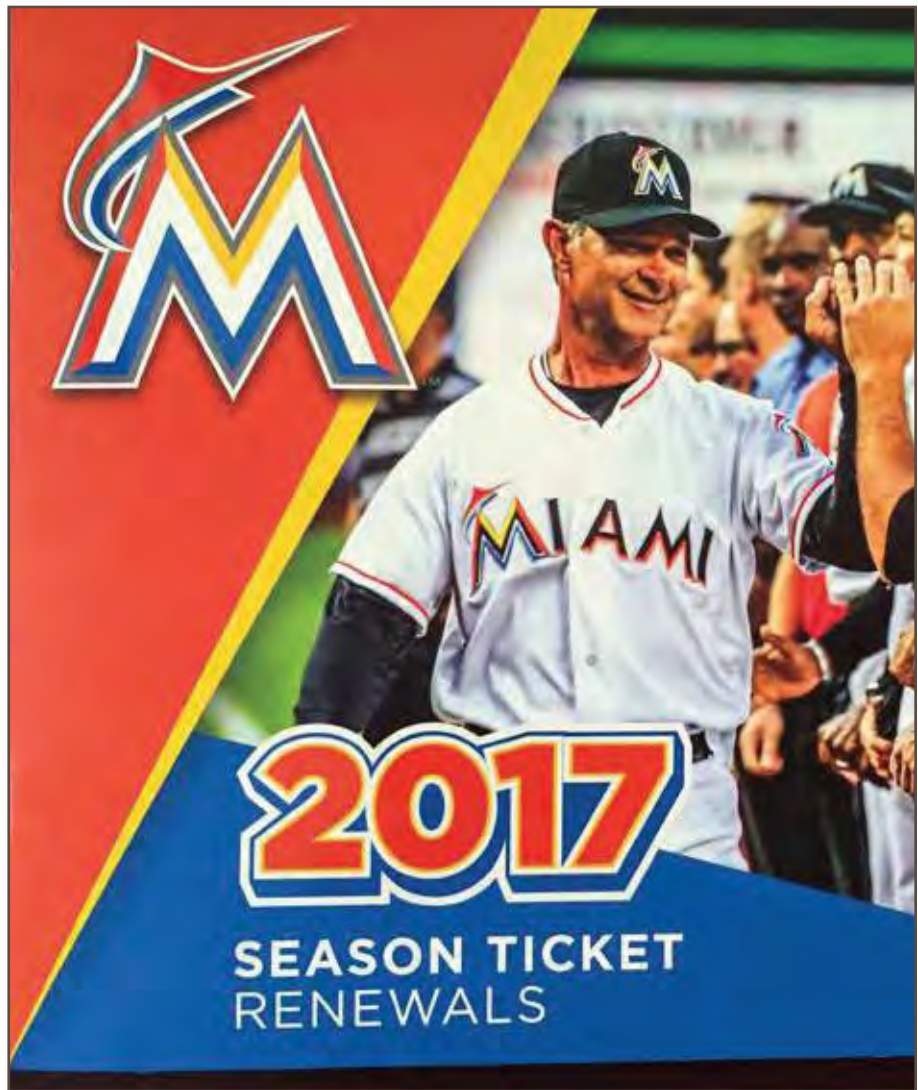
JEEZY SUPER BRUNCH: SUPER BOWL LIII - ATLANTA



The Super Bowl took place in Atlanta in 2019. In collaboration with Avion Tequila, Agency99, Def Jam and LR Brand & Events behind the helm, we executed an elegant garden build out at a beautiful space minutes away from where the big game would take place. Guests included a who's who of hip hop stars and taste makers. Easily one of the most memorable events I've been a part of.

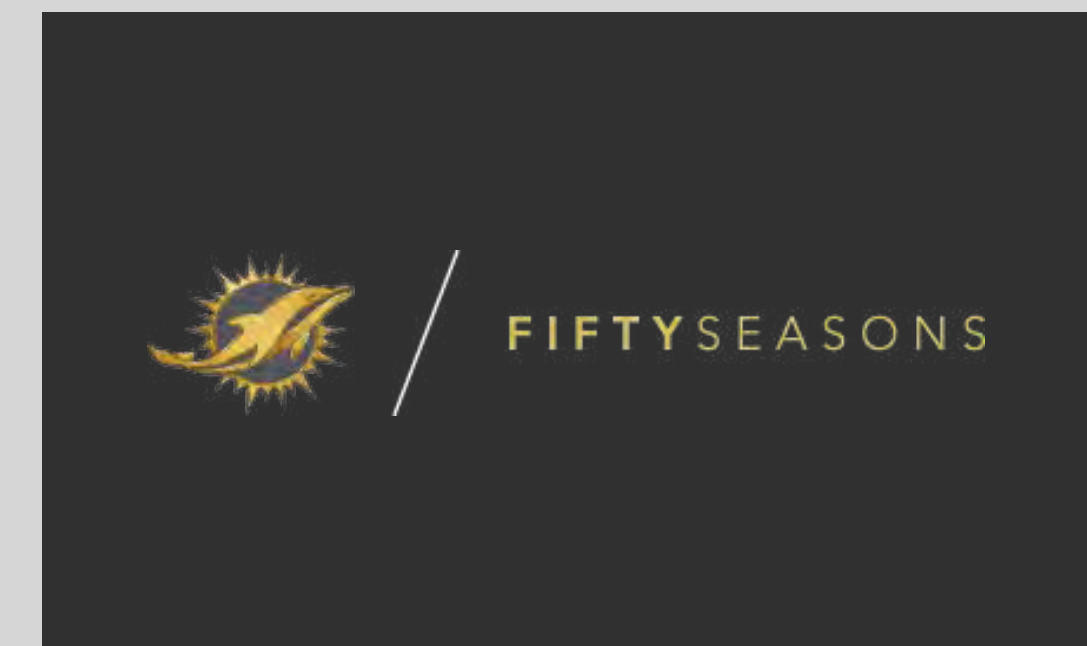


MIAMI MARLINS: 2016 CAMPAIGN

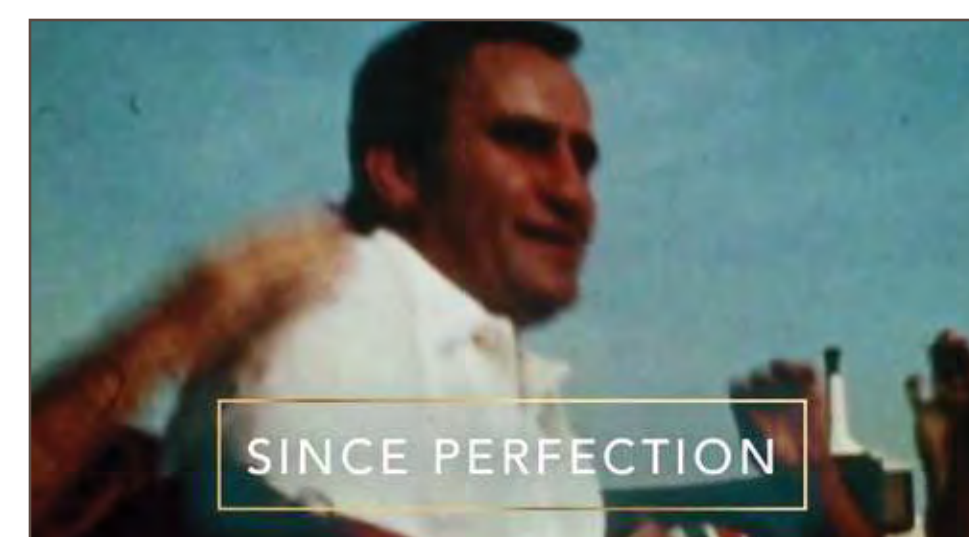
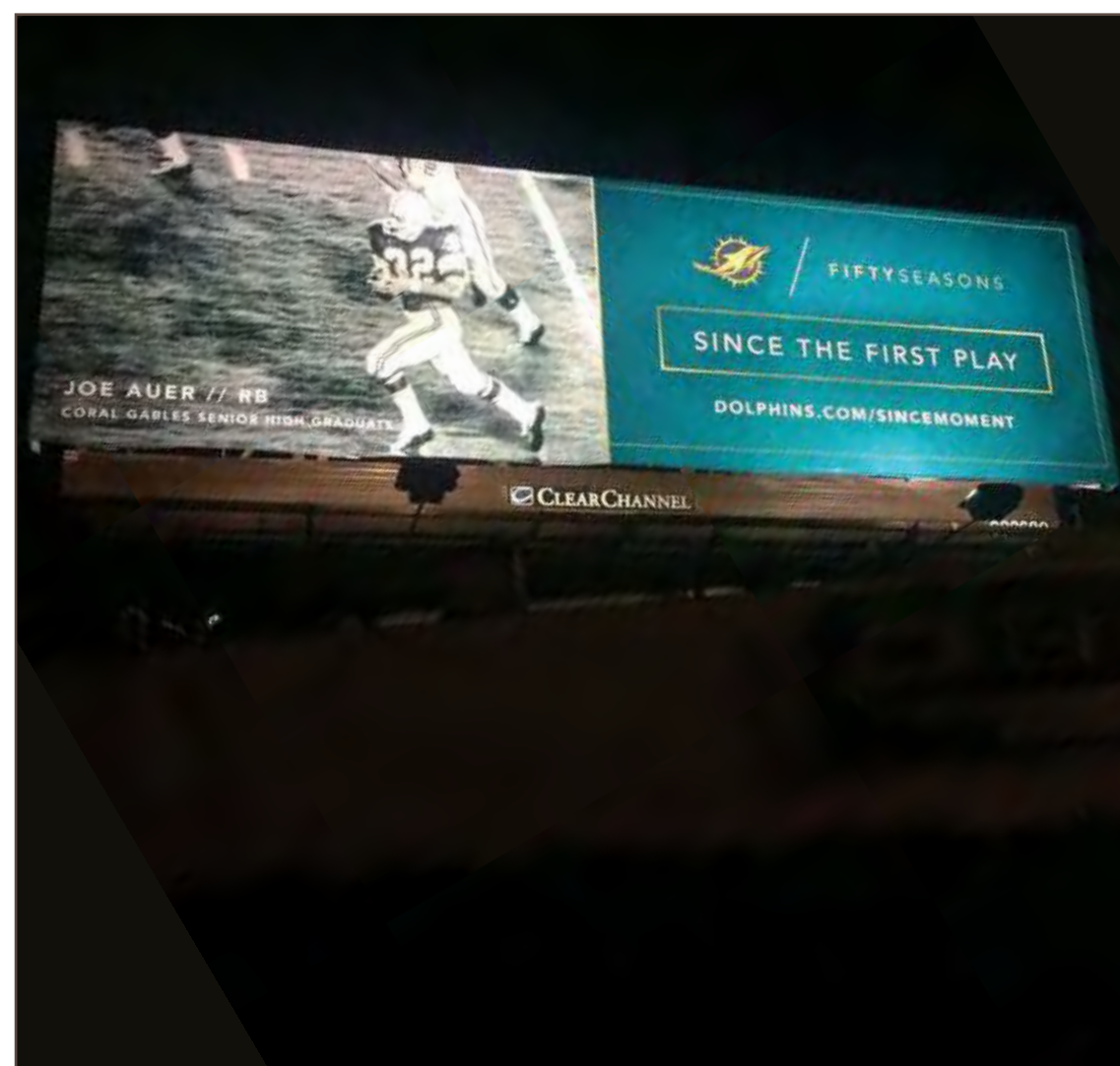


During my time with the Miami Marlins, I oversaw the creative direction of the team for the season. The look & feel, though limited by inspiration, was implemented on everything from online, to social, collateral, and in-game presentation.

MIAMI DOLPHINS: 2015 CAMPAIGN



In my last season as a full-time Miami Dolphins employee, I had the opportunity to lead Creative from consumer insight, inception, ideation, design development, and into implementation. To see a concept come to life the way that it did was a first in my career. All aspects of the team from marketing, production, and social created through the same lens. Implementations included online, out-of-home, print, and a video series. The measurable fan engagement from inviting them to share in the 50 year history of the team was huge and it showed in the bottom line.



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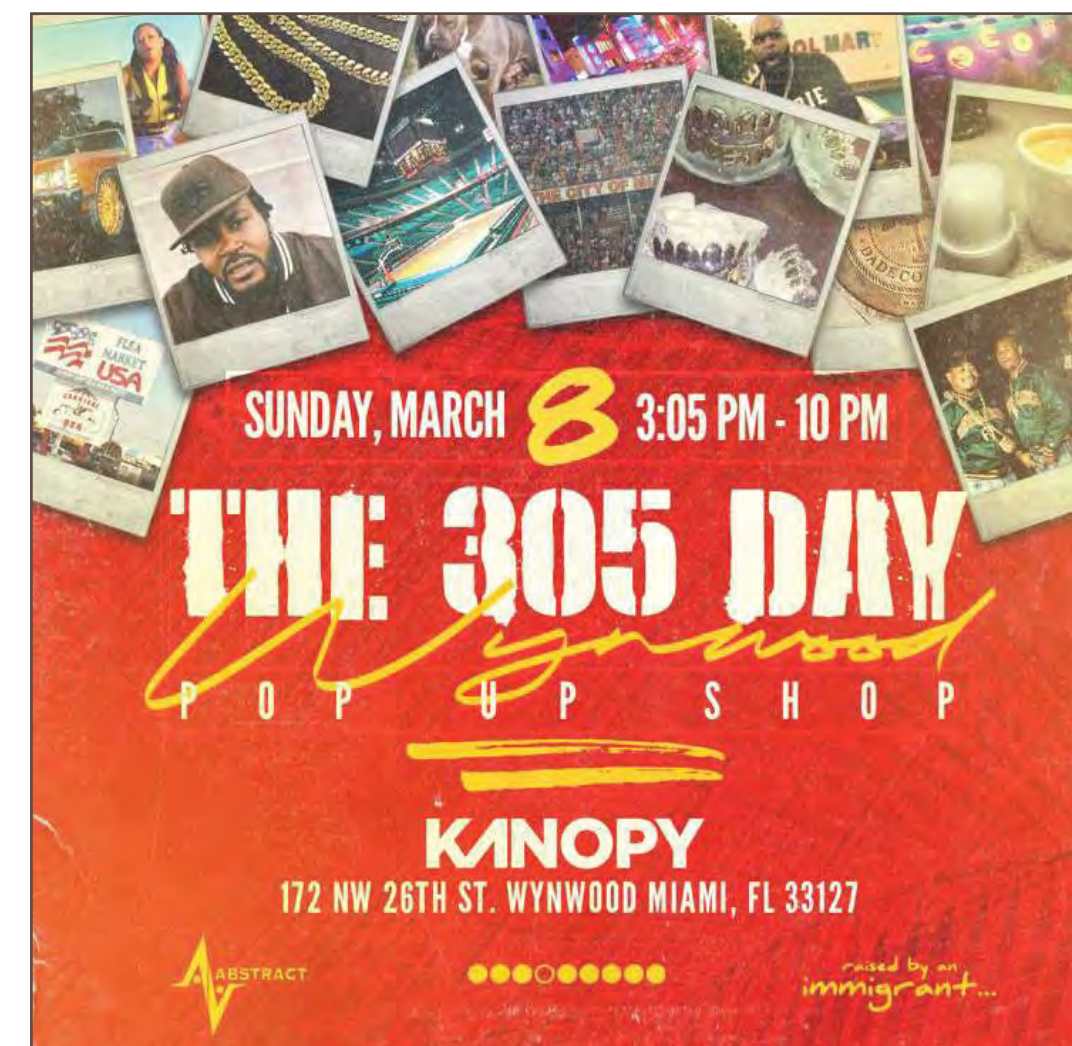
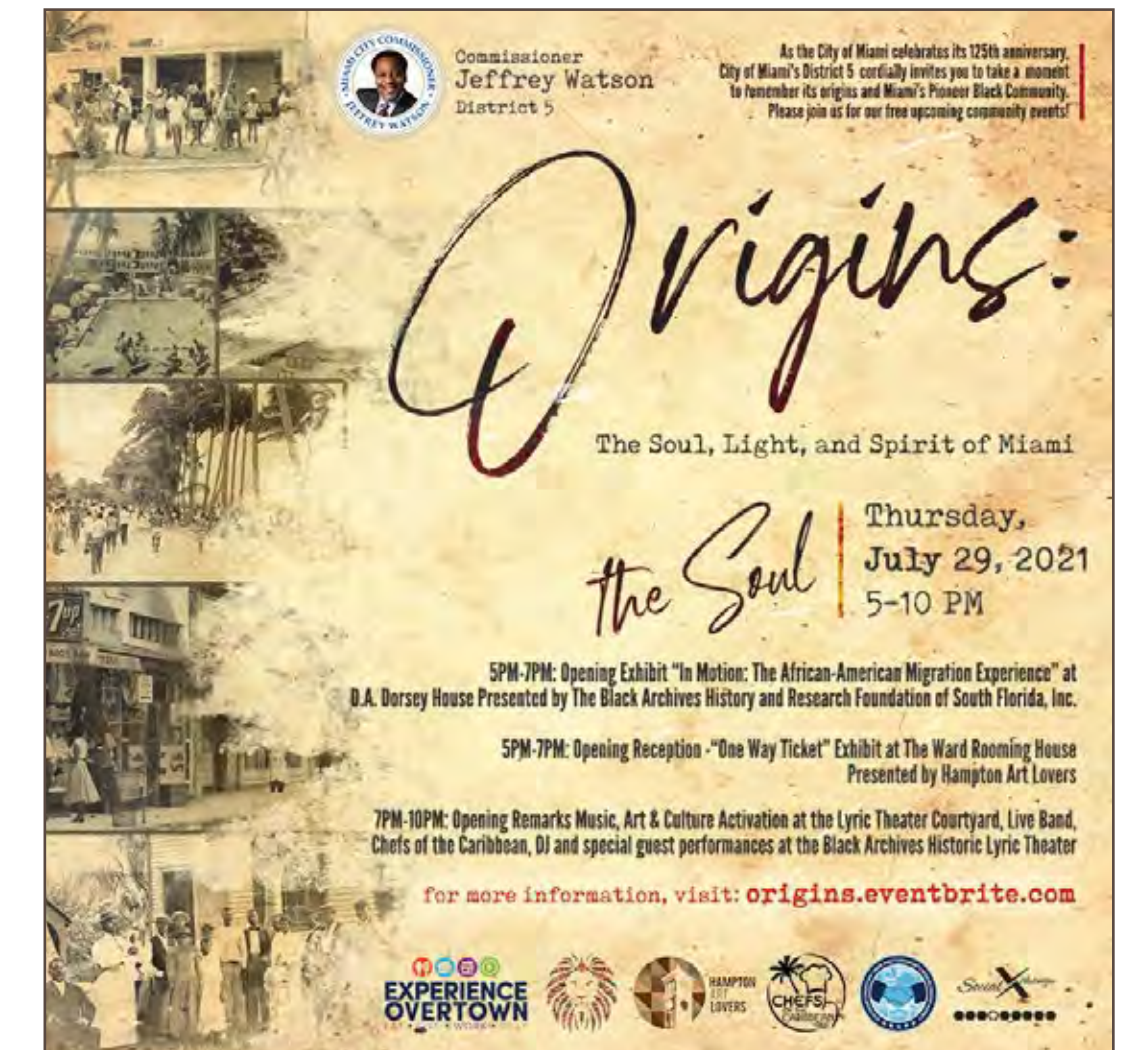
BRANDING OVER THE YEARS:



EVENT CREATIVE OVER THE YEARS:



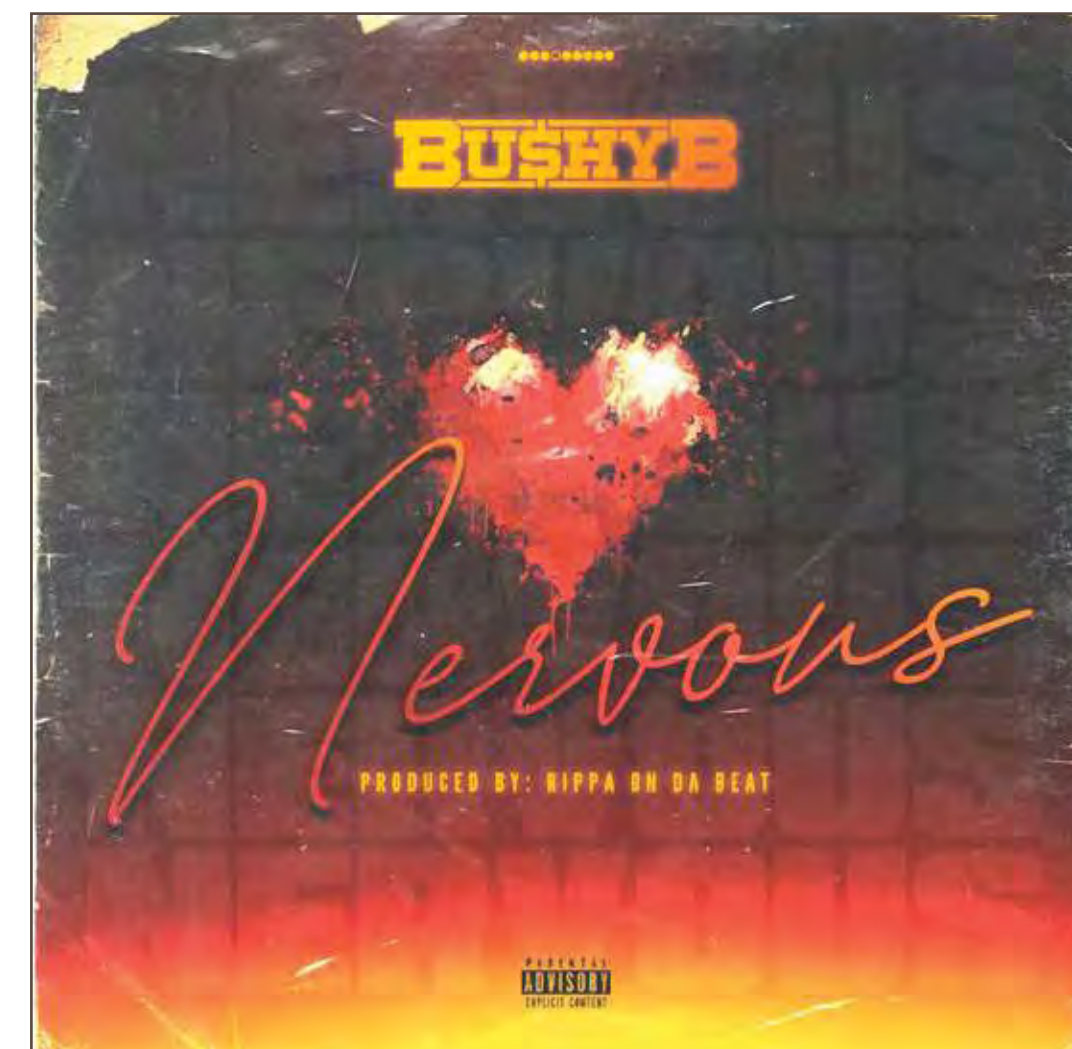
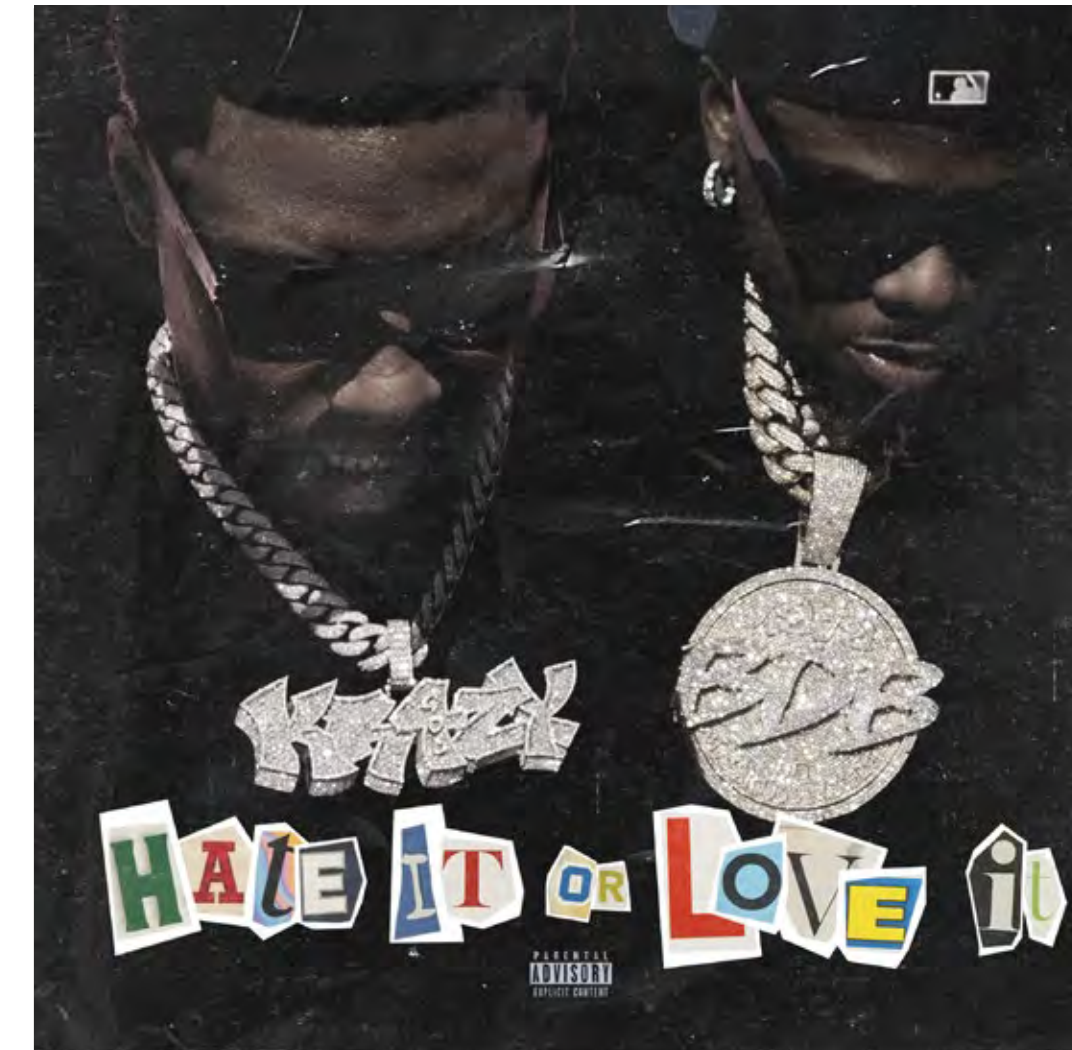
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MUSIC ARTWORK OVER THE YEARS:





THANKYOU