

# Influential Women Showcases Callie Roberson: Award-Winning Creative Director And Owner Of Manifestive Design

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/EINPresswire.com/ -- Transforming Brands  
Through Strategic Creativity, Visual  
Storytelling, and Meaningful Community  
Impact

Boerne, Texas – Callie Roberson is an award-winning Creative Director and Owner of Manifestive Design, a full-service creative studio dedicated to helping organizations clarify, design, and elevate their brands through strategic thinking and cohesive visual systems. Through her work, Callie combines creative expertise with business strategy to develop impactful brand experiences that connect organizations with their audiences.

Her work spans brand strategy, visual identity, website design, marketing campaigns, and environmental design, including large-scale murals and experiential installations. Known for translating complex business goals into clear and intentional creative solutions, Callie helps organizations strengthen brand consistency, improve user experience, and create meaningful connections with the people they serve.

Callie holds a Bachelor's Degree in Visual Studies/Environmental Design from Texas A&M University and completed advanced Communication Design coursework at Texas State University, establishing a strong interdisciplinary foundation in both creative execution and strategic design thinking.

Her professional journey began shortly after college when she joined a small marketing firm in College Station, Texas. There, Callie developed her skills through hands-on design work, client collaboration, and production experience. When the firm eventually closed, she was entrusted



with maintaining its client relationships, creating a pivotal opportunity that expanded her role from designer to business operator.

Through this transition, Callie gained valuable experience in managing client partnerships, understanding business needs, and building creative solutions that delivered measurable value. She later helped grow that work into a successful studio environment, learning how to build and operate a creative business from the ground up alongside a small but dedicated team.

After expanding her professional experience through a subsequent leadership role, Callie returned to independent entrepreneurship and founded Manifestive Design. What began as a solo venture has grown into a collaborative creative studio where she leads strategy, client relationships, and the execution of integrated creative projects across digital, print, and built environments.

Today, Callie continues to expand Manifestive Design's reach while strategically scaling the studio for long-term growth. Her leadership reflects a commitment to creative excellence, thoughtful strategy, and helping organizations communicate their purpose through compelling visual experiences.

Beyond her client work, Callie is deeply committed to community engagement. She supports nonprofit organizations through pro bono creative services, mentors emerging creatives, and fosters a culture centered on clarity, generosity, collaboration, and design excellence.

Callie attributes her success to a combination of strong mentorship, a willingness to take risks, and a steady progression of learning through real-world experience. Right out of college, she joined a small marketing firm in College Station after earning her Visual Studies degree from Texas A&M, where her first boss played a pivotal role in teaching her the fundamentals of the industry and trusting her with client relationships that helped her grow quickly and confidently.

Over time, Callie helped scale that work into a studio generating significant revenue, learning how to build and run a creative business from the ground up alongside a small but dedicated team. A major turning point came from early encouragement in high school and college, where key mentors recognized her creative ability and helped shape her direction, including a professor who went out of her way to support her development in graphic design.

Ultimately, Callie's success comes from being open to opportunity, learning through experience, and having the courage to step out on her own when the timing felt right, even when it was uncomfortable. She believes growth often comes from embracing uncertainty and remaining willing to evolve.

In both her work and personal life, Callie values creativity, collaboration, and continuous growth. She seeks opportunities that allow her to bring ideas to life in meaningful, hands-on ways while continuing to expand her skills and perspectives.

Travel is another important source of inspiration for Callie, providing new experiences and creative perspectives that influence her work. Over the past four years, she has painted approximately 40 murals, creating a rewarding outlet for artistic expression and community engagement.

Callie also values health, energy, and movement in her daily life. She enjoys dancing, particularly through aerobics-based classes, and previously taught aerobics for many years, including Zumba and hip-hop. These experiences strengthened her appreciation for discipline, rhythm, creativity, and the importance of helping others stay active and motivated.

Through Manifestive Design and her continued dedication to creativity, mentorship, and community involvement, Callie Roberson demonstrates the power of combining artistic vision with strategic leadership. Her work continues to help organizations tell their stories, strengthen their brands, and create lasting connections through thoughtful design.

Learn More about Callie Roberson:

Through her Influential Women profile, <https://influentialwomen.com/connect/callie-roberson> or through her website, <https://www.manifestivedesign.com/>

## Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

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