

# tobysturgill

Myers-Briggs ENFP with over 10 years experience in Branding, Design & Communications.

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## 📁 PROFESSIONAL EXPERIENCE

### ON-PROPERTY GRAPHIC DESIGN MANAGER

**Gaylord Opryland, Marriott International (JUNE 2013/PRESENT)**

Reinforce brand initiatives, support all internal departments by creating collateral that caters to their specific goals/needs, Brand Liaison between the corporate office and Gaylord Opryland. Numerous original on-property projects and designs are adopted across the Gaylord Hotels brand.

### EXECUTIVE SKINCARE SPECIALIST

**Global Entrepreneur (JULY 2014/PRESENT)**

Create meaningful connections with customers and enthusiastic group of entrepreneurial individuals. Lead a growing team of active Consultants and equip them with the tools necessary for success.

### ART DIRECTOR

**Durik Advertising, Sani Professional Inc. (JANUARY 2012/JUNE 2013)**

Production of marketing collateral; design company websites, conception and execution of advertising and marketing campaigns, deliver high-end creative while adhering to brand standards. Creation of trade show booth signage, design of direct mail literature, newsletters and internal communication pieces, prepare artwork for print production and/or digital publications; aggressively stay on top of design trends and industry standards.

### COMMUNICATIONS DIRECTOR

**Inside Out Global, Inc. (AUGUST 2010/AUGUST 2012)**

Set and guide the strategy for all communications, website, public relations messages and collateral to consistently articulate InsideOut Global's mission. Lead the generation of online content that engages audience segments and leads to measurable action. Manage the development, distribution and maintenance of all print and electronic collateral. Work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

### PRINCIPAL/OWNER

**Gradient Overlay, LLC. (FEBRUARY 2005/PRESENT)**

Handle the administration of the business including content management, project management, client relations, team management, budget management, art direction and ideation.

## 🎯 OBJECTIVE

A leadership position in digital marketing & communications.

## 👑 EDUCATION

Virginia Commonwealth University  
**MASS COMMUNICATIONS  
ADVERTISING » ART DIRECTION**  
*Bachelor's of Science » 2004*

## 👤 INVOLVEMENT

### LOGISTICS DIRECTOR

Franklin Classic // 2012

### COMMUNICATIONS DIRECTOR

Inside|Out Global™ // 2010-2012

### EVENT MARKETING CO-CHAIR

Three Blind Vines // 2010

### MARKETING CHAIRMAN

NGHF, Franklin TN // 2009-2010

### MARKETING CHAIRMAN

A Vintage Affair // 2009-2010

