





tobysturgill

Designer. Entrepreneur. Hustle Team Captain. Lion Chaser. ENFP living in Grace.

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PROFESSIONAL EXPERIENCE

INTERNAL COMMUNICATIONS DESIGNER

Gaylord Opryland, Marriott International (OCTOBER 2017/PRESENT)

Working within Human Resources, disseminate information across an array of channels to engage and retain over 3,500 employees. Accountable to deadlines and comfortable working in a high-pressure environment with competing demands. Responsible for the layout of content & hierarchy of information. Storyboard or translate ideas to a creative team of vendor partners and event designers. Manage an internal communications database of digital assets and previous projects. Adept presenter at weekly orientation to 10-50 new employees. Advise senior executives of developments when needed.

ON-PROPERTY GRAPHIC DESIGN MANAGER

Gaylord Opryland, Marriott International (JUNE 2013/OCTOBER 2017)

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 CONSULTANT

Global Entrepreneur (JULY 2014/PRESENT)

Create meaningful connections with customers and enthusiastic group of entrepreneurs. 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.

PRINCIPAL/OWNER

Gradient Overlay, LLC. (FEBRUARY 2005/PRESENT)

Handle the administration of the business including content, project management, client relations, team management.

OBJECTIVE

A leadership position in advertising, marketing or communications.

EDUCATION

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

DIGITAL FOOTPRINT

DESIGN PORTFOLIO/WEBSITE

tobysturgill.com

FACEBOOK

facebook.com/tobysturgill

LINKEDIN

http://bit.ly/9qSlig

INSTAGRAM

instagram.com/tobysturgill

PINTEREST

pinterest.com/tobysturgill

