

# 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

