



Phineas T. Barnum  
1810-1891

## hero

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He might not have graduated from some fancy design college (or any for that matter) and his idea of high art might've made the scholars wince and the young girls giggle, but when it came down to filling the grandstands, he was the consummate adman; probably the finest yet. His love for folly and incredible humor were his tools and fun was his product. Whether it was tangible or imagined, he could sell it.

And sell it he did.

Now, I will never pretend to be the showman Mr. Barnum was, but I do realize, as he did, that selling the magic doesn't always happen within the pages of a glossy magazine. That knowing your product and embracing your audience are at the core of brand building, not flashy headlines and slick design.

With this said, I look forward to the opportunity to meet with you so we can discuss what this means to your clients (and perhaps show you some flashy headlines and slick design as well).

I promise to leave Jumbo at home.

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## who i am

Passionate creative with decades of experience bringing brands to life through fresh, engaging ideas. Blending creativity with strategy, I've led teams to produce standout work across advertising, collateral, environmental and experiential channels. I love collaborating with talented people to craft brand stories that hit the sweet spot between "wow" and "why didn't we think of that?" Whether it's developing a brand from scratch or elevating existing projects, I love crafting stories that make an impact and inspire connection.

## where i've been

### Dentsu Creative - Atlanta, GA

October 2011 > present

Associate Creative Director: Responsible for strategy, design and production execution for multiple brands including creative direction, supervision of a team of art directors, graphic designers and copywriters. Responsibilities included all aspects of creative and production direction for print, environmental, signage and packaging projects.

Clients: The Wine Group (Cupcake Wine, Imagery Wine, Chloe Wine), AT&T, Reebok, Diageo (Captain Morgan, Don Julio, Ketel One, Baileys, Guinness) MLS, Meta, Subway

## skills

- > Strategic planning
- > Concept development
- > Branding
- > Creative design
- > Layout design
- > Copywriting
- > Print production
- > 3D modeling
- > Adobe Creative Suite

### x3creative - Atlanta, GA

October 2005 > 2011

Creative Director: Responsible for conceptual design and production execution for multiple retail brands to include creative direction, supervisor of graphic designers, project management and client relations. Responsibilities included all aspects of creative and production October for all print, environmental, signage and packaging projects.

Clients: The Home Depot, Georgia Aquarium, World of Coca-Cola, Coca-Cola, Miller Zell, Vivid Sports Marketing, 22 Squared, Heath Zenith, IQ America, Mohawk Industries, Rheem, Beaulieu Group, Philips Lighting, Martha Stewart Living, Arke, Southeast Toyota, Mr. Steam, KWC America, Sonic Restaurants, Willy's Restaurants.

## education

### Art Institute of Fort Lauderdale

Associates of Science Degree in  
Commercial Advertising

> references available upon request