



NATEK.

OBSESSION-POWERED, NARRATIVE-PROPELLED CREATIVE DIRECTOR & FUTURIST
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RIGHT NOW

↪ HOWDY. HERE'S A RESUME.

Consulting Creative Director Present

CLIENTS ACROSS THE UNITED STATES

As a multiple American Advertising Award winner in gold, silver, and bronze — as well as TEDx presenter on creativity — my decade's worth of efforts in creative direction, business strategy, brand consulting, and messaging have helped companies generate tens to hundreds of thousands, and even millions, of dollars in revenue. Visit letsmakestufftogether.com for no good reason.

MOST RECENTLY

Creative Director 2014 - 2015

BOOKS-A-MILLION CORPORATE HQ,
2ND & CHARLES CORPORATE HQ
BIRMINGHAM, AL

↪
LAB
COATS,
DUDE

I am a koo-koo mad scientist, hired to Frankenstein together a start-up culture and fresh visual, social, and marketing identity for all major businesses within the corporation. To accomplish this: I function as primary creative liaison between our vendors, firms, and agencies, and the goals and projects toward which they're all working. There's a sizable outfit of internal marketing magicians, too, I'm managing — and encouraging to shake up their thinking. I am orbited by fantastic teams.

So it makes sense to take risks. I strive to weave more humanity into corporate expression. I flip the right switches, turn the right dials. The results are enchanting, financially documented, and quick. Projects under my creative direction, in a short span, lead the company to see:

- **120% increase** (vs. LY) in sales on a newly redesigned, re-envisioned holiday gift guide mailing piece for 2014 by:
 - Strategically moving money out of more traditional advertising to increase its distribution, saving the company hundreds of thousands of dollars in substrates and materials, and designing the front cover personally to prioritize company brand
- **Exponential quarterly average growth of 15%** in sales in all Books-A-Million Joe Muggs cafes under my creative direction from a new aesthetic, all alongside:
 - Months of directing an agency to establish an upcoming 2015 brand identity, of which not only longstanding Joe Muggs brand identity is retained but also longevity of a more contemporary visual, social, and marketing appeal
- Highly successful launch of curated product program that centralizes the shopping experience

Additionally, I beef up the marketing team and begin cutting the internal/external costs generally associated with client/agency relationships:

- Create positions for social media manager, art director, and PR manager
- Establish new web presence for 2nd & Charles brand; create employee-driven street teams for 2nd & Charles store openings in new markets
- Design successful in-store fixture to sell trending news and pop culture products
- Save thousands of dollars by removing high revision counts historically put into contracts by agencies/vendors

And my time is well spent. ↪

SAPPY

BEFORE ALL THAT

Designer, Senior Copy Writer, Programmer

2011 - 2014

KRUHU
AUGUSTA, GA

KRU-WHAT?



I have chainsawed styrofoam. I have constructed a two-story newspaper stand in 72-hours, welded quarter-inch steel signage together, met and signed clients, trained them, visited their childrens' birthday parties. I have designed logos, designed brochures, designed newsprint covers, designed full websites and programmed them well into the long party-hours of the evening. I have programmed a website all about technology innovation. I have programmed a website all about swamps. I have programmed a website about beer. I have written copy for banks and boats and politicians and billboards, words flung as far and near as necessary. Essentially: I have been a deliverer of ideas.

My work at Kruhu envisions client appetite and helps to feed it. That's the beef. If a small business wants to sell Llama-Flavored Dog Food, I can do that. The hard office skills to do that are: copy writing, programming, and graphic design. So Llama Chow can get branded, designed for, made web-ready, their plans materialized into honed verbiage, etc. And selling Llama Flavored Dog Food can be realized in full. Have fun, Llama Chow. Your idea has been delivered.

These hard office skills have coated not only small businesses, but also corporate entities, government agencies, media conferences, arts and music festivals, restaurants, radio, television, magazines, billboards, cruises — they have aided a multitude.

This is the nature of creative work at Kruhu: it is a humility, and tantamount energy, to produce substantial stuff for people's multitudes. And, sometimes, that involves using a chainsaw.

- Copy writing, creative and technical
- Graphic design
- Programming and web development (HTML5, CSS, jQuery, PHP, REGEX)
- Network administration (databases, server-side maintenance, domain/hosting)
- Welding, woodwork, metalwork, chainsaws
- Product photography, event photography, commercial filming
- Facilitation, leadership, team management

AND FLAME-
THROWERS



WEIRD SPELLING BUT THAT'S HER NAME



Creative Writing Teacher

2013 - 2014

JESSYE NORMAN SCHOOL OF THE ARTS
AUGUSTA, GA

Teaching kids their humanity, tool'd through a pencil, page-formatted — that's it. It's simple, but not simple. I instruct over 70 students weekly, rotationally, in the essences of written expression. I teach poetry, creative non-fiction, and fiction. The kids age-range between 10-years-old and 15-years-old. They come on buses and cars from school systems around town; their backgrounds are culturally and economically manifold; their artistic journeys are their own, and I take each student, as a young writer, seriously as a young writer.

The Jessye Norman School of The Arts is an audition-only, grant-and-government-supported after school program that thrusts exceptionally talented children into 2 hours of post-class creativity a day. Made up of experts in their fields, the school provides teachers of music, visual art, drama,

classical and modern dance, and creative writing (my gig) to the children free of charge. The teachers are each paid, however. The school operates like an abridged charter school, but maintains its autonomy as simply an after school program. I have enjoyed the students with an immensity.

↑ THEY'RE GONNA BE AWESOME ADULTS

- Demonstrative and facilitative instructional-style teaching
- Lecturing, as well as fostering Socratic discussion, to large groups
- ~~Herding cats~~ Excellent classroom management
- Lesson planning, as well as improvisation of class projects
- Expert in curriculum knowledge (it's my thing)
- Love of learning and teaching

Contributing Editor

2013 - present

THE CURATOR MAGAZINE
NEW YORK CITY, NY

The Curator is an online publication with its origins in the International Arts Movement, a New York-based (and beyond) community of artists and creative catalysts navigating the convergences of art, culture, humanity, and faith. As an editor, I produce content for the publication, review potential pieces, help both on-staff and guest writers form their pieces, and upkeep the site's standards for distinct and quality work. The Curator publishes three essays per week, and pays writers for each piece.

↑ REALLY DISTINCT SOMETIMES

- Selecting work that exemplifies the nature and virtue of The Curator
- Editing and proofreading work, alongside each writer, so that the work might aggregate such merit
- Monitoring the site's content flow, and promoting it
- Site maintenance (CMS, server management, repairs, etc.)
- Determining content for the site, and producing that content, the same
- Developing pretty sweet relationships with writers to steady content intake

Designer, Staff Writer, Marketing Specialist

2008 - 2011

MORRIS COMMUNICATIONS
AUGUSTA, GA

FORREST GUMP

↑ I have ping-ponged around this newspaper publisher like an excited atom. As a graphic designer, I design print and web advertisements, marketing materials, and lay out marketing collateral not only for The Augusta Chronicle — the local paper — but also for *every other newspaper in the Morris Communications family of publications*. The workload is consistent, brim; it requests my focus and ability to withstand deadline pressure. That is a constitution vital for working in the news sector, and something I thrust myself into with aim.

As a writer, I write a regular column about my neighborhood. The column tells stories otherwise hidden to the rest of Augusta — a journaling of my close-knit downtown community, on display to revise, and so reclaim, the perception of the forgotten downtown neighborhood I live in.

As a marketing specialist, I leverage both my artistic skillset and my elbow-rubbing skillset: I put together promotional campaigns for internal and external use, work up in-house collateral, engineer banquets and galas and other such events, and stay in consistent communication as sole

marketing specialist over *The McDuffie Mirror*, *Jasper County Sun*, *Jefferson News Farmer*, *Augusta Magazine*, *The Augusta Chronicle's* newsroom, and Morris Communications HR.

- Handling with efficiency and excellence design tasks from numerous internal departments, publications
- Large-scale event planning
- Column writing
- High-volume output of deadline-driven projects
- I often brew the coffee, and do a great job (if I do say so)

SKILL STILL APPLICABLE ↩

JACK OF, YOU KNOW, WHATEVER TRADES ↩

ADDITIONAL STUFF I'VE DONE ↩

- Sheppard Community Blood Center | 2009 | *Collateral Coordinator, Web + Graphic Designer*
- Board of Elections | 2008 | *Elections Official*
- Outstanding First-Year Writing | 2006 - 2008 | *Editor, Publisher*
- Woodland Christian Camp | 2006 | *Maintenance Guy*
- AOSystems | 2005 | *Web Designer, Technical Writer/Editor, IT Specialist*
- The Bee's Knees Tapas Restaurant and Lounge | 2004 | *Server/Bartender*

↩ I HAVE LEARNED TO MAKE THE PERFECT MOJITO

WENT TO SCHOOL TO SING OPERA, LEFT WITH DEGREES IN WORDS/LANGUAGE

Bachelors in Creative Writing, Bachelors in Linguistics; minor in Vocal Music, 2008
Georgia Southern University (Statesboro, GA)

- 9 hrs. Graduate-level writing workshops in addition to major
- 5 hrs. Graduate-level independent writing studies additional to major
- Questionable hrs. *Furiously Organising All My Canned Goods* at 3am when writer-blocked

GO TO TOP
NOT A REAL LINK
(ESP. IF YOU PRINTED THIS OUT)