



NATEK.

AWARD-WINNING IDIOT \ CREATIVE DIRECTOR & MARKETING EXECUTIVE \ BRAND STRATEGIST
LETSMAKESTUFFTOGETHER.COM \ 706.495.9120 \ NATEK@LETSMAKESTUFFTOGETHER.COM

CURRENTLY

Creative Director
August 2019 - Present

i3, INC.
HUNTSVILLE, AL

HOWDY. HERE'S A RESUME.
INTEGRATION INNOVATION, INC.
IS A LOT THE LETTETR 'I'

As Creative Director over the VTSG (Virtual Training, Simulation & Gaming) business of i3, I oversee and design UX/UI, gameplay, brands, BD-focused marketing, and more for a variety of multi-million dollar government-contract software, specializing in award-winning IMI and serious games, configuration management, VR/MR/XR, and more.

With an internal team of graphic designers, videographers, and developers in support the over 30 projects within VTSG, my direction and personal creative efforts help PMs secure new contracts, push existing product experiences (and their brands) to new heights, and shape new products from the ground up. I work to ensure these experiences and brands shine by coordinating with and overseeing Unity and C# developers, .NET and Azure engineers, full-stack web developers, ISDs, and SMEs on their implementation. And we all have a damn blast doing it.

RECENTLY

Chief Marketing Officer
July 2019 - August 2019

MORPH
HUNTSVILLE, AL

NOT RELATED TO
THE '90S ANIMORPHS
MEDIA PROPERTY

Morph helps its clients' new employees get acclimated to their city, their community — it's acclimation services that make the latest members of any team feel quickly at home, and quickly a part of something bigger than themselves.

→ **Director of Public Facing Affairs & Co-Founder**
July 2018 - July 2019

THE INSTITUTE
HUNTSVILLE, AL

LAB
COATS,
YO

The Institute is a research organization and Public Benefit Corporation focused on state-of-the-art science and technology via its extensive base of scientists, innovators, administrators, and collaborators. Research topics include the broad categories of energy, advanced propulsion, materials science, and communications — with specific research interests in efficient energy, metamaterials, electroceramics, quantum gravity, exotic matter, and various other interdisciplinary topics.

Principal & Owner
February 2015 - July 2018

LETSMAKESTUFFTOGETHER.COM
CLIENTS ACROSS THE U.S. + ABROAD

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.

A LITTLE LESS RECENTLY

Creative Director

March 2014 - February 2015

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

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 I'm managing, too — and encouraging to shake up their thinking. I am orbited by fantastic teams. So it makes sense to take risks

During my time here, 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, now in use, and through which not only long standing 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

↪
SAPPY And my time is well spent.

BEFORE ALL THAT

Designer, Copy Writer, Programmer

May 2011 - January 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 all 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.

FORREST
GUMP

Designer, Staff Writer, Marketing Specialist

November 2008 - May 2011

MORRIS COMMUNICATIONS
AUGUSTA, GA

↪ 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.

Finally, 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 | 2008 | *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/Linguistics; minor in Vocal Music, August 2003 - May 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 Organizing All My Canned Goods at 3am when writer-blocked

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