








TOBY STURGILL GREGORY

Creative at heart, strategist by instinct—I bring ideas to life through story, design, and experience. Whether visual or physical, I believe in crafting moments that connect, resonate, and leave a lasting impression.

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SKILLS

- strategic communications
- visual storytelling
- concept development
- team leadership
- multimedia expertise
- client relations
- project management
- creative suite mastery
- attendee management
- cross-functional collaboration

EDUCATION

bachelor's of science
advertising / art direction
**VIRGINIA COMMONWEALTH
UNIVERSITY** Dec. 2004

CERTIFICATION

certified meeting professional
**MEETING PROFESSIONALS
INTERNATIONAL** Nov. 2020

EXPERIENCE

MEETING MANAGER Jan. 2019 - Present
Aetna Medicare / CVS Health

- **Oversee visual design and layout execution** for large-scale corporate productions, ensuring alignment with brand and aesthetic goals.
- **Manage cross-functional collaborations** with external partners, ensuring deliverables met visual and conceptual standards.
- **Develop spatial design concepts** and translated them into functional event spaces, emphasizing visual continuity and thematic cohesion.
- **Lead creative direction for event promotional materials** in tandem with marketing and design departments, curating visuals and design elements.
- **Control project budgets**, balancing creative aspirations with financial realities to achieve optimal outcomes.
- **Analyze feedback and data post-production**, refining visual strategies for future initiatives based on feedback.

INTERNAL EVENTS MANAGER Sept. 2017 - Dec. 2018

GRAPHIC DESIGN MANAGER June 2013 - Sept. 2017

Gaylord Opryland Resort & Convention Center, Marriott International

- **Six-plus years leading creative concepts** and execution for Gaylord Opryland's *A Country Christmas*, collaborating with prominent clients like The Radio City Rockettes, Dreamworks Animation, and Dr. Seuss Enterprises. Integral leader in achieving the "Marriott Hotel of the Year, Eastern Region" accolade.
- **Excel in high-pressure environments**, managing timelines and coordinating internal events; responsible for event properties' entire lifecycle from design to storage. Serve as the key liaison for vendors, venue staff, and in-house technology teams.
- **Recognized dedication to the company's ethos**, earning two prestigious Values Awards in 2014 and 2016, and a regular presenter and advisor to both new employees and senior executives.