








TOBY STURGILL GREGORY

ASSOCIATE ART DIRECTOR

As a seasoned professional with a rich background in art direction and event design, I'm poised to transition into the role of Associate Art Director. Passionate about nurturing the next generation, I'm deeply committed to mentoring and empowering budding designers and creatives.

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SKILLS

- advanced design proficiency
- visual storytelling
- concept development
- team leadership
- multimedia expertise
- client relations
- project management
- creative suite mastery
- trend awareness
- 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

SENIOR PROJECT MANAGER Jan. 2019 - Present
Aetna/CVS Health

- **Oversaw visual design and layout execution** for large-scale corporate productions, ensuring alignment with brand and aesthetic goals.
- **Managed cross-functional collaborations** with external partners, ensuring deliverables met visual and conceptual standards.
- **Developed spatial design concepts** and translated them into functional event spaces, emphasizing visual continuity and thematic cohesion.
- **Led creative direction for event promotional materials** in tandem with marketing and design departments, curating visuals and design elements.
- **Controlled project budgets**, balancing creative aspirations with financial realities to achieve optimal outcomes.
- **Analyzed 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.