



# TOBY STURGILL GREGORY

Creative Strategist and Certified Meeting Professional (CMP) with extensive experience in event planning, storytelling, and design. Author and screenwriter of *Courier Knew*, a Finalist at the Los Angeles International Screenplay Awards and Quarterfinalist in the Atlanta Film Festival Screenplay Competition.

## EXPERIENCE

**MEETING MANAGER** Oct. 2024 - Present  
CVS Health

**SENIOR PROJECT MANAGER** Jan. 2019 - Sept. 2024  
Aetna Medicare Solutions

- **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.

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 Baltimore, MD

 tobysturgill.com

 @tobysturgill

## 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