

# Trey Walsh

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To Whom It May Concern:

For the past ten years I have worked closely with many Fortune 500 and Fortune 100 companies guiding them through the development of brands at the product, service, and corporate levels. From extensive website development builds, Facebook applications, packaging initiatives, integrated communications campaigns, standards manuals, brochures, new business development, front-end market research and strategy findings, to the development and finalization of a corporate identity system, I have the knowledge and understanding of what is necessary to develop, sustain and grow a brand.

My background and experience would be well suited for the requirements and challenges any position may present. As a specific example, I managed a department of 13 in a fast-paced international agency where deadlines are a priority and handling multiple jobs simultaneously is the norm. I always remain organized, timely, and poised while never letting the quality of the final product diminish.

Another example of my capabilities involved a comprehensive redesign of my former employers corporate website. I oversaw the complete redesign, online strategy, architecture and CMS system deployment. After the completion of the project, the company was able to showcase hundreds of new project case studies while having the new ability to control all content with the custom built CMS application.

I would relish the opportunity to speak with someone about a potential collaboration and share additional information concerning my capabilities.

Thank you for your consideration and I look forward to hearing from you soon.

Warmest Regards,

Trey Walsh

**SKILLS** Experience: Brand Development/Management, Strategy, Social Media Tools & Techniques, Marketing (traditional, new media, and 'word of mouth'), Product marketing, Press and Analyst Relations, Business Development, New Technology, Creative Development, Sales, Project Management, Budgeting

Software: Microsoft Office, Google Analytics, Twitter, Foursquare, Facebook, Adobe CS, iWork '10, QuarkXPress, Acrobat Professional, BBEdit, HTML, CSS, Dreamweaver, Fireworks, Javascript

Outstanding verbal and written presentation/communication abilities as well as conceptualizing and planning within a group environment. Ability to create great working relationships at all levels within a company and across multiple disciplines

**EDUCATION** **BA Communications/Graphic Design** { 2001 }

University of North Carolina at Charlotte, USA

**EXPERIENCE** **2Pure Branding + Director of Brand Development** { 4.2010 - Present }

Oversee the strategy, design, and development of branding projects such as corporate branding/re-branding, corporate websites and internal communications to create compelling and consistent brand stories

Help clients to evaluate and identify weaknesses and opportunities in stewarding their brand assets to both internal and external audiences across the region

Consistently jump from the creative side of marketing to analytical side, able to demonstrate why particular ideas are analytically sound

Create comprehensive strategies to define and develop brand programs that incorporate sound strategic insights combined with appropriate and targeted applications for a unified verbal and visual voice

Demonstrated ability to map out an online marketing strategy and then drive that strategy proven by testing, metrics and analytics

Strategize with and educate management teams and others across a company on how to incorporate relevant traditional & non-traditional communications into the corporate culture and into all of the company's products and services

Routinely experiment with new and alternative ways to leverage the latest online media activities

Responsible for new business development initiatives throughout the GCC

Routinely create and deliver pitch presentations for new business

**EXPERIENCE  
CONTINUED**

**Young & Rubicam + Head of Design** { 3.2008 - 3.2010 }

Managed projects that ranged from microsites/interactive content and full-scale branded environments to new corporate divisional naming & identity initiatives

Managed the daily operations for a department of 15 at a fast-paced multinational organization

Developed and maintained relationships within the media and advertising arena to foster collaboration and establish partnerships

Directed integrated campaigns crossing varied media applications such as websites, on-line applications, print ads, outdoor signage, in-store displays, brochures and direct mailers and identity programs

Ensured client brand standards were consistently applied through all applications such as tone of voice, identity placement and color schemes

Responsible for monitoring and developing staff members for improved skills and professional development

Routinely developed and delivered the strategic/creative concept sections of client presentations with clear strategic driven insights

Work daily with client servicing, traffic, and strategy departments to maintain client expectations and manage daily workflow

**Addison Whitney + Associate Director of Visual Branding** { 7.2002 - 6.2007 }

Produced and managed corporate id's and identity systems, marketing collateral, package design and website projects from concept to final output for local, national and international companies

Researched, interviewed and quoted multiple outside vendors for projects ranging from copy writing initiatives, printing and website development

Partnered with Brand Strategy to develop strategic deliverables and implement them into appropriate, effective design solutions

Recruited by upper management to lead numerous internal marketing initiatives such as newsletters, collateral and stationery redesigns, new website development, PowerPoint presentations, and proposal templates

Effectively educated and guided clients on brand identity issues and the necessity of internal buy-in for maximum ROI

Assisted sales force with proposal writing and outlining appropriate process guidelines to establish client expectations

Lead multiple projects simultaneously in an organized and timely manner

Hands on experience with consumer focus groups and market research

Prepared and delivered creative sections of presentations to current and potential clients

**EXPERIENCE  
CONTINUED**

**Freelance Brand Consultant + UNC Charlotte** { 9.2000 - 2.2008 }

Produced catalogs, brochures, newsletters and posters on a contract basis

Worked with Communications Directors to develop and implement new marketing materials for various departments within the university

Responsible for choosing all design elements including photography and paper stock selection

Attended press checks for quality assurance and final sign-off

Provided quotes and time lines to meet budget restraints

Assisted in production of corporate brochures and catalogs

Developed unique announcements for special events

**Strickland & Company + Graphic Designer** { 1.2002 - 7.2002 }

Responsible for concept, design, layout and production stages of magazine advertisements

Assisted in production of corporate brochures and catalogs

Designed unique announcements for special events

**Indievision + Graphic Designer** { 9.2001 - 12.2001 }

Assisted in website implementation and design

Helped develop identities and stationery systems

Touched up web and print ready images

**AWARDS &  
PUBLICATIONS**

**Graphic Design USA**

Addison Whitney Corporate Communications

**Creativity 34**

Award of Distinction / Vibrance Identity

**American Corporate Identity 21**

SteelVine Identity

**American Corporate Identity 19**

Award of Excellence / Evangel Cathedral Identity

**American Corporate Identity 2006**

Ocean Embassy Identity  
Propex Fabrics Identity  
SteelVine Identity

**Logo Lounge 3**

Ecocaps Identity

**REFERENCES**

*Available upon request*