

NATHAN LAWSON



CAREER SUMMARY

I have excelled in the last 20 years implementing various creative concepts involving brand development and management, executing marketing strategies and identity evolution, through the use of numerous creative and multimedia tools and departments.



PROFESSIONAL PROFILE

- Experienced Creative and Managerial Skills
- Developed Administrative and Content Stream Platforms
- Digital Ad/ Print Ad Development & Marketing
- Brand Development and Management
- Tens of thousands of product imagery produced
- Hundreds of Videos Produced
- Hundreds of hours with Online Streaming Production



FAVORITE QUOTE:

"I THINK with my HANDS."

Maya Lin
Designer of the
Vietnam Veterans Memorial



EXPERIENCE

Salvation Army
Greensboro, NC
11/2018 - Present

Marketing & Publications Coordinator

- Provide planning, development and implementation of the organization's marketing and public relations strategies for both internal and external audiences
- Coordinate development and implementation of print and digital marketing collateral
- Set goals, monitor work and evaluate results to ensure organizational needs and objectives are met

Chris Cox Horsemanship
04/2018 - 05/2018

Contracted MultiMedia Consultant

- Developed Processes for Design Data Management and Archiving Structures
- Review/Assist filming/editing for productions of the television show Chris Cox Horsemanship on RFD
- Consulted on filming schedules
- Work & Develop Ads along with revisions for social and website platforms

On The Edge Brands
03/2011 - 08/2017

Multimedia Manager

- Directed, produced, and managed all photography & videography assets for all companies and brands
- Lead Creative projects to develop unique imagery and video.
- Managed Photographers, Videographers, Designers and Editors with project revisions, reprints, reshoots, and projects components/ads
- Developed and lead marketing campaigns for unique items through numerous departments
- Managed multiple projects concurrently spanning numerous departments

FBC, Richmond Hill, GA
12/2006 - 04/2009

Creative Director

- Created and managed an internal ad agency responsible for all day-to-day management activities
- Managed multiple projects concurrently spanning numerous departments



EDUCATION

COLUMBIA INTERNATIONAL UNIVERSITY
Columbia, SC
B.S. in Communications / emphasis on Graphic Design
May 2000

SAVANNAH COLLEGE OF ART AND DESIGN
Savannah, GA
Graduate Work in Graphic Design
2003-2006

PROFICIENCIES



ACTIVITIES



DEVOTED

Husband
Father of Four



Camping/Hiking



EXPLORER

I Love **COFFEE**
so much
I have a
Coffee Shop
in the house



GLUE

Vintage Toy

Junkies!

