FREEMAN W. GREGORY

Content Designer | Content Strategist | Marketing Communications Leader

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PROFESSIONAL SUMMARY

Award-winning creative writer, content designer, illustrator, and marketing strategist with 30+ years of experience developing integrated marketing communications, strengthening brands, and producing high-impact content across healthcare, higher education, financial services, technology, energy, government, and transportation. Combines strategic thinking, editorial expertise, visual storytelling, and creative leadership to translate complex concepts into clear, compelling communications. Experienced in content strategy, brand development, executive presentations, digital marketing, corporate communications, and creative team management.

CORE COMPETENCIES

- Content Strategy and Development
- Marketing Communications and Campaign Management
- Brand Strategy and Brand Development
- Copywriting, Editing, and Storytelling
- Graphic Design and Illustration
- Executive Communications and Presentation Design
- Digital Marketing and Social Media Strategy
- Website Content and User Engagement
- B2B and B2C Marketing
- Marketing Automation, CRM, and Email Marketing
- Creative Project Management and Team Leadership
- Corporate Communications and Public Relations
- Data Visualization and Multimedia Production
- Adobe Creative Cloud, Microsoft Office 365, and Google Workspace

PROFESSIONAL EXPERIENCE

Owner and Strategist | FREEMAN | GREGORY

Lake Orion, MI | 2000–Present

- Provide marketing communications, creative strategy, writing, graphic design, illustration, and consulting services to clients across multiple industries.
- Develop content and creative solutions for digital, print, web, social media, branding, and executive communications.
- Translate client objectives and complex subject matter into clear, audience-focused messaging and visual communications.
- Support brand development and integrated communications initiatives through strategic planning and creative execution.

Marketing Project Manager | Washtenaw Community College

Ann Arbor, MI | 2022–2024

- Designed executive-level presentations and communications materials for the college president.
- Produced videos, animations, and multimedia content using Adobe After Effects and Blender.
- Modernized the marketing strategy for non-credit services web content.
- Developed a marketing plan and created a brand identity for a college podcast.
- Supported institutional marketing initiatives through content development, visual storytelling, and project coordination.

Director of Marketing and Communications | Michigan Association of Certified Public Accountants

Troy, MI | 2016–2017

- Introduced a marketing automation platform to support customer relationship management (CRM) and email marketing.
- Developed audience personas and targeted outreach strategies to improve engagement.
- Established social media strategies for events, including live broadcasts.

- Supported integrated marketing communications through digital engagement and audience-focused content.

Manager, Business Case Development | VALIC (now Corebridge Financial)

Houston, TX | 2005–2014

- Rebuilt the editorial team within the marketing department to support business development and proposal production.
- Directed staff responsible for developing proposals for healthcare, K-12 schools, higher education, and government clients.
- Oversaw editorial development and the production of client-facing business development materials.
- Supported marketing and sales initiatives through coordinated content development and team leadership.

Director of Marketing and Communications | Solid Systems, Inc.

Houston, TX | 2000–2001

- Established the company's marketing communications function.
- Selected public relations and advertising agencies to support marketing initiatives.
- Launched radio advertising campaigns and supported brand communications.

Manager, Marketing Services | Metropolitan Transit Authority of Harris County

Houston, TX | 1992–2000

- Directed creative staff and brand management for one of the largest public transportation authorities in the United States.
- Introduced a web-based transit schedule system to improve access to route and schedule information.
- Standardized brand guidelines and graphic standards across marketing and communications materials.
- Managed creative development across multiple media to maintain brand consistency and support public outreach.

Manager of Publications | Anadarko Petroleum Corporation

Houston, TX | 1985–1989

- Built an award-winning corporate magazine and communications programs from the ground up.
- Developed corporate publications and editorial content to support organizational communications.
- Contributed to investor recognition and corporate reputation through strategic publications and communications.

Early Career: Journalism and Corporate Communications

Panhandle Eastern Corporation | Saudi Research & Marketing | Odessa American | Killeen Daily Herald

1980s

- Held reporting, editing, writing, and corporate communications roles in journalism and business environments.
- Developed foundational expertise in research, interviewing, editorial judgment, storytelling, and audience-focused communications.

EDUCATION

Baylor University
Bachelor of Journalism

Relevant coursework included journalism law and editorial writing. Participated in student newspaper leadership. Selected as contributor to university's elite Leakey Leadership program.

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Ongoing professional development through Udemy and other learning platforms | 2016–Present

Training and certifications include:

- Google Analytics
- Search Engine Optimization (SEO)
- Mailchimp and Email Marketing
- Figma
- Adobe Premiere Pro

- Motion Graphics and 3D Animation
- Unreal Engine Development
- Social Media Strategy
- Budget Management and Team Management
- Game design with Unreal Engine

AWARDS AND RECOGNITION

- **Golden Quill Award — Two-Time Winner**, Houston Livestock Show and Rodeo, Best Feature Writing
- **AdWheels Award**, American Public Transit Association, Best Poster Design
- **Award of Merit**, IABC/Houston, Best Full-Color Magazine
- **Silver Spur Award**, Texas Public Relations Association, Investor Relations
- **Merit Award**, IABC District 5, External Annual Report
- **Award of Excellence**, IABC District 5, Communication Excellence
- **First Place**, Houston Advertising Federation, Six-Color Magazine