

Freeman W. Gregory

Content Designer | Creative Strategist | Marketing Leader

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Executive Summary

Award-winning creative writer, designer, illustrator, and marketing strategist with 40+ years of experience driving brand growth, delivering high-impact content, and leading marketing communications across healthcare, higher education, financial services, technology, energy, and government. Recognized for innovative storytelling, visual design expertise, and the ability to translate complex concepts into compelling campaigns that achieve measurable results.

Core Competencies

- Marketing Strategy & Brand Development
- Content Design & Storytelling
- Graphic Design & Illustration (Adobe Creative Cloud)
- Presentation Design & Data Visualization
- Digital Media, Social Media & Web Content
- B2B & B2C Marketing Communications
- Executive Advising & Team Leadership
- Microsoft Office 365 | Google Suite | Mac & Windows

Professional Experience

Owner & Strategist | FREEMAN | GREGORY | Lake Orion, MI | 2000 – Present

- Provide marketing communications services to diverse industries, delivering creative writing, graphic design, illustration, and consulting.
- Projects span web, social, print, branding, and executive communications.

Marketing Project Manager | Washtenaw Community College | Ann Arbor, MI | 2022 – 2024

- Designed executive-level presentations for the college president.
- Produced videos and animations using Adobe After Effects and Blender.
- Modernized non-credit services web strategy.
- Built marketing plan and created brand identity for podcast.

Director of Marketing & Communications | Michigan Association of Certified Public Accountants | Troy, MI | 2016 – 2017

- Introduced marketing automation platform for CRM and email.
- Developed persona-based outreach tactics to increase engagement.
- Established social media event strategies including live broadcasts.

Manager, Business Case Development | VALIC (now Corebridge) | Houston, TX | 2005 – 2014

- Rebuilt editorial team within the marketing department.
- Directed staff producing proposals for healthcare, education, and government clients.

Director of Marketing & Communications | Solid Systems, Inc. | Houston, TX | 2000 – 2001

- Established marketing communications function.
- Selected PR/advertising agencies and launched radio campaigns.

Manager, Marketing Services | Metropolitan Transit Authority of Harris County | Houston, TX | 1992 – 2000

- Directed creative staff and brand management for the third-largest U.S. transit authority.
- Introduced web-based transit schedule system.
- Standardized branding guidelines and graphics across all media.

Manager of Publications | Anadarko Petroleum Corporation | Houston, TX | 1985 – 1989

- Built award-winning corporate magazine and communications programs from the ground up.
- Elevated investor recognition and public reputation.

Early Career Roles | Panhandle Eastern Corp., Saudi Research & Marketing, Odessa American, Killeen Daily Herald | | 1980s

- Reporter, editor, and writer across journalism and corporate communications.

Education

Baylor University | Bachelor of Journalism

Courses included Journalism Law, Editorial Writing, and leadership roles on student newspaper staff.

Professional Development | Ongoing (Udemy & Other Platforms, 2016 – Present)

Certifications: Google Analytics, SEO, Mailchimp, Figma, Adobe Premiere Pro, Motion Graphics, 3D Animation, Unreal Engine Development, Social Media Strategy, Budget & Team Management

Awards & Recognition

- Golden Quill Award (Two-Time Winner), Houston Livestock Show & Rodeo – Best Feature Writing
- AdWheels Award, American Public Transit Association – Best Poster Design
- Award of Merit, IABC/Houston – Best Full-Color Magazine
- Silver Spur, 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