

Greg Roques

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Editor ~ Art Director ~ Communications Specialist

Top Skills

- **Editorial/Art Direction** – With more than a decade of experience, publications have won 6 Press Club Awards under my leadership; I also oversaw the launch of Louisiana's most awarded media website (9 local and national recognitions during my tenure).
- **Management** – 8+ years recruiting, managing and retaining state-wide teams of 30+ staff, interns/volunteers and freelance creatives; once reduced turnover by more than 50%.
- **Public Relations** – 2+ years managing digital communications during multiple multi-billion-dollar national disasters. Based on this experience, I was invited to teach a half-day seminar on digital content creation for Tulane University's staff and partners, and advised the local Anti-Defamation League on a key-vote involving extremism on social platforms in 2018.

Work Experience

Capstone Logistics, LLC.

Software Developer (UI/UX)

2019 - Present

- Created visual and user experience redesign of Capstone's associate web portal. This update consistently receives satisfaction scores above 95%, and reduced specific response times by 2-days.

Freelance

Print and Digital Designer

2018 - Present

- Created website, digital and print advertisements, as well as digital strategy for Miami-based Varicure Vein Center (closed due to Covid-19) and New Orleans' retailer [Beds4Less](http://Beds4Less.com).

American Red Cross of Louisiana

Regional Marketing and Communications Manager

2016 - 2018

- Created presentations for and trained key-stakeholders, state representatives and senior leadership to serve as brand and campaign ambassadors; I also served as a regional spokesperson.
- Oversaw digital storytelling and PR campaigns supporting brand awareness and fundraising.
- Responsible for recruitment, training and retention of Louisiana communications volunteer staff and student programs across the region.

Where Y'at Magazine

Creative Director (Editor + Art Director)

2010 - 2016

- Led the audience development strategy to rebrand the publication to target the city's young professional market. This included redesigning the print publication and overseeing the development of a contemporary website and digital presence.

Education

B.A. Mass Communications/Journalism, 2004, Louisiana State University, Baton Rouge, LA