

KAYRON E. CALLOWAY

Los Angeles, CA | 310.498.8059 | KayronCalloway@gmail.com

PROFESSIONAL SUMMARY

Strategic professional at the intersection of financial analysis and creative direction, bridging business objectives and innovative concepts, transforming data into insights and creating compelling brand narratives that resonate with audiences and drive measurable results.

DUAL EXPERTISE

Analytical Strengths

Financial Analysis: Predictive modeling, forecasting, ROI optimization, performance tracking

Business Strategy: Process optimization, revenue modeling, market analysis, operational frameworks

Data-Driven Decision Making: KPI development, metrics interpretation, quantitative assessment

Creative Strengths

Concept Development: Brand narrative creation, experiential design, sensory innovation, artistic direction

Creative Execution: Audio design, menu conceptualization, brand identity development, visual storytelling

Aesthetic Sensibility: Luxury positioning, cohesive experience design, atmospheric development

Integration Capabilities

Uniquely able to translate analytical insights into creative concepts and ensure creative initiatives are supported by sound business fundamentals, creating opportunities that are both innovative and viable.

PROFESSIONAL EXPERIENCE

Founder & Creative Director

Coloring With Gray | 2024 - Present

â€¢ Created and launched "Reflections of You," fragrance portfolio leveraging proprietary olfactory technologies that evolve with the wearer

â€¢ Engineered a brand ecosystem converging consumer psychology with artistic narrative

â€¢ Oversaw end-to-end product development, material procurement, and sustainability strategies

Key Project: VOL 1 Coffee - Pioneering 4th wave coffee movement with revolutionary experience

Financial Analyst (Residuals)

Cast and Crew, Los Angeles, CA | April 2019 - Present

â€¢ Administer and validate residual payment infrastructures across multifaceted entertainment platforms

â€¢ Employ advanced econometric modeling, pivot analytics, and data visualization methodologies

â€¢ Conduct rigorous contractual analyses ensuring full adherence to collective bargaining frameworks

â€¢ Liaise with executive-level stakeholders at HBO, Netflix, Starz, and Amazon, delivering high-impact financial insights and critical performance analyses

â€¢ Spearheaded automation initiatives, optimizing reporting systems to reduce processing time by 30%

Freelance Consultant

Business Strategy & Development | March 2016 - Present

â€¢ Deliver high-caliber consultancy focusing on corporate structuring and strategic growth

â€¢ Architect holistic project frameworks, integrating advanced financial modeling

â€¢ Facilitate executive strategy workshops, fostering sustainable growth trajectories

â€¢ Negotiate pivotal acquisitions and formulate dynamic compensation paradigms

Selected Projects: C'est Bon Paris Fashion Week (audio design), SOBE x Trophies (menu design),

Upgrade Labs/Bulletproof Labs (business strategy & operations)

Director of Development

The Modern Tea Room, Lancaster, CA | March 2015 - March 2016

â€¢ Designed and enabled four distinct revenue streams, creating a diversified business model

â€¢ Formulated comprehensive quarterly strategies to maximize revenue and customer engagement

â€¢ Championed growth of brand from inception, establishing a distinctive market presence

EDUCATION

Bachelor of Arts (B.A.), Philosophy

California State University, Fullerton | 2014

Relevant Coursework: Business Administration, Financial Analysis, Managerial Economics

Professional Development:

â€¢ AI Policy & Ethics Certification, Financial Modeling, Advanced Brand Strategy (Expected: Q3 2025)

COMMUNITY ENGAGEMENT

â€¢ Lead Basketball Camp Instructor - Los Angeles Sparks Leadership Initiative

â€¢ Academic Mentor & Research Facilitator - Elevate Your Game Institute