

KAYRON E. CALLOWAY

Strategic professional at the intersection of financial analysis and creative direction.

DUAL EXPERTISE

Analytical: Financial modeling, business strategy, data-driven decision making

Creative: Concept development, artistic direction, brand narrative creation

Integration: Translating data insights into creative concepts while ensuring business viability

PROFESSIONAL EXPERIENCE

Founder & Creative Director - Coloring With Gray | 2024 - Present

Created luxury fragrance brand with innovative sensory experiences, balancing creative vision with market analysis.

Financial Analyst - Cast and Crew | April 2019 - Present

Providing sophisticated financial analysis for HBO, Netflix, Starz, and Amazon.

Freelance Consultant | March 2016 - Present

Projects combining financial acumen with creative direction:

- C'est Bon Paris Fashion Week: Audio design with budget management
- SOBE x Trophies: Menu design with profit margin analysis
- Upgrade Labs: Business strategy with experiential design concepts

Director of Development - The Modern Tea Room | March 2015 - March 2016

Created revenue streams while establishing distinctive brand positioning.

For complete resume and portfolio, visit my website.