

Contact

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(LinkedIn)
www.GlennGrayCD.com (Other)
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Top Skills

Portrait Photography
Non-Fungible Tokens (NFTs)
Web3

Glenn Gray

Digital Brand Connector / AI Enthusiast - Creative digital solutions that connect people to brands.

Minneapolis, Minnesota, United States

Summary

Over 20 years experience as a conceptual creative director / art director / digital designer with local and national agencies: Carmichael Lynch, Olson, Martin Williams, Needham, Nitro, Colle McVoy, Mullen and many more. My ideas span all media for 360 interactive campaigns that speak in unison. My work has been featured in CA, One Show, Webby and Kelly Award Finalist, Obie, Effie, and the Mpls Show. Let's get in touch and have some fun.

Client Experience:

Enthusiast Brands: Harley Davidson MotorClothes, Schwinn, Rapala, Johnson Outboards, Old Town Canoes, Chopin Vodka, Fusion Ammo, Blackhawk!, Federal Premium Ammo, Duck Commander, MN Timberwolves, Silva Compasses, Victory Motorcycles, Polaris Snowmobiles, Ryder Cup 2016, Gopher Football, Bud Light, Snickers and Johnsonville Brats.

Service Brands: iWireless, Trane Heating and Cooling, TCF Bank, Forever 21, Graco, Crystal Farms Cheese, Simply Potatoes, Best Buy, HPF, QuitPlan, MADD, Andersen Windows, Capital One, Wilson Tools and Domino's Pizza.

Medical Brands: Mayo Clinic Cancer, MCHS, Mayo Clinic Sports Medicine, Mayo Clinic Healthy Living, Coloplast, Keller Lake Animal Hospital, Park Place Assisted Living, Altru Health System, United Health Group and Tampa General Hospital.

Contact Info: 612-414-3338 or glenn.gray@comcast.net

Experience

Stiles Financial Services, Inc.
Digital Brand Connector

February 2023 - Present (2 years 6 months)

Edina, Minnesota, United States

As the Digital Brand Connector, I manage and create content for all social and web properties. I serve up relevant content to potential financial customers that educates, informs and keeps them connected with the Stiles Brand.

Flyphoto.io

Photographer - Portrait and Editorial

September 2021 - Present (3 years 11 months)

Greater Minneapolis-St. Paul Area

As a photographer, I specialize in bringing forward the personality of my subjects. These are normal people, not models. I work with students, families and employees to create natural, candid photos that feel natural and personal. Portraits, Social Content, BTS, Editorial. Available for personal or commercial work.

Glenn Gray Creative+

Conceptual, Interactive / Creative Director

September 2020 - Present (4 years 11 months)

Creative problem-solver. Hands-on Interactive Creative Director. Digital Designer. Able to jump in on any project, strategy session, concept ideation or client meeting. Agency and client direct experience leading teams to deliver their best work. On strategy, on budget, on time.

Call me, I'd love to help. Creative samples at: glenngrayCD.com password: nicework

MetaBeauts NFT

Creative Director

February 2022 - Present (3 years 6 months)

Minneapolis, Minnesota, United States

MetaBeauts NFT is a Hockey Web3 project to offer NFT's based on the art of @tonysiruno. MetaBeauts is part of the larger, Meta Sports League and its utilities include expanding hockey into underserved communities and increasing diversity within the sport.

My role is to guide the brand and create content for discord and social media. I also help produce podcasts to expand the reach and build upon a passionate community involved with Web3, Metaverse, NFT's and the great game of hockey.

Immersive Cure VR

Executive Creative Director

October 2020 - June 2021 (9 months)

Immersive Cure is a Virtual Reality Therapy company providing a turn-key, targeted virtual experience for Veterans and patients in long-term and hospice care. They were acquired by MyndVR in 2021. Virtual reality is proven to alleviate pain, medication needs, stress, depression and isolation among patients in these facilities. I helped Immersive Cure concept and create 360 experiences that allow patients to relax and destress. They also provide specific experiences for Veterans by taking them on virtual tours of the monuments in Washington DC. that were created in their honor. In this way, they are able to share the experience with other veterans and gain closure on the wars they fought for their country.

BI WORLDWIDE

Creative Lead

May 2019 - September 2020 (1 year 5 months)

Working on contract as the Lead Creative / Designer / UX for the LeX Team at BIW, it was my job to coordinate with the Strategists, Front and Back End Developers to solve our clients learning needs. My designs needed to be engaging while speaking in the Brand Voice and my UX is as simple and direct as possible. What I love about this position was the constant problem-solving nature and the daily challenge. And the people I worked with and around are mad smart at what they do. Client Experience: AMD (arena.amd.com), Sanofi, Mazda, Gap, Xfinity, Hoya, Dell, and Graphic Packaging.

In this business and as a whole, it's important to never stop learning. At every turn, I am learning. A new process, a new software and in this case, a whole new business area. I attack everything I do with confidence and experience that helps me conquer every new challenge.

Angel & Gray

Creative Director / Co-Founder

2015 - May 2019 (4 years)

Angel and Gray was formed along with Orangetheory Fitness to function as an extension of their internal creative groups. My partner and I worked closely with their creative teams to mentor and offer a wide range of skills and experience that they did not have, at a cost well below engaging their AOR. Projects included: Design and launch of websites for Brand, Careers, Convention, Brand Central (internal). Created UI for new wearable tech and designed the packaging. Redesigned the studio wall graphics both inside and

outside every studio including construction coverings. Concepted and created presale campaigns, car wraps, photo shoots and video content series and anything else that came up. What a fantastic group of people to work with and be a part of.

Hunt Adkins

Interactive Creative Director

2011 - 2015 (4 years)

Focused on continuing the high creative standards while pushing digital thinking earlier in the process for a better rounded, more effective offering to our clients. Lead accounts iWireless, Fusion and Federal Premium ammunition, Blackhawk tactical gear, TCF Bank, Minnesota Timberwolves and several new business initiatives. Successes include the launch of regional wireless provider, iWireless that was shortlisted for a Webby. And campaign for TCF Bank that utilized social media video formats to change opinions of the company from a sneaky, fee-based bank into one that is approachable and on your side.

Polaris Industries

Interactive Creative Director

2010 - 2011 (1 year)

First Creative Director ever at Polaris. Turned department from order taker to creative partner. Created consistency online and offline. Helped bridge the gap between the Agency of Record and internal department. Moved all digital properties to mobile friendly environment. Created and gathered assets years before needed. And together with the Social Marketing group, shot, edited and formatted various videos to bring a sense of personality to a brand that was in dire need of a voice. And lastly, established a creative internship to keep new ideas coming in the door.

Space 150

Sr. Interactive Designer

2009 - 2010 (1 year)

Brought in to merge conceptual brand thinking with their digital only history. Worked on Dairy Queen and Forever21. My idea for giant, digital runway models launched the famous Times Square billboard for Forever 21 that was a turning point for the agency.

Education

Miami Ad School Atlanta @ Portfolio Center
advertising

Wittenberg University
BFA, Graphic Design

Garden City High School