

**Liam Gray**  
510-846-2186  
[liamgray@gmail.com](mailto:liamgray@gmail.com)

**Summary:**

Media, brand and creative strategist with over twelve years experience developing, writing and executing promotional, advertising and grass-roots campaigns, broadcast and video content. Clients included Saatchi & Saatchi, National Geographic Television, Wal-Mart's Sustainable Value Networks, Proctor & Gamble, General Mills, Wellpoint / Blue Shield, Hewlett Packard, GE, Adobe Systems and Discovery Digital Networks.

**Professional Experience:**

**Creative, Communications and Brand Strategy:**

- Developed, directed and produced a video-based communication strategy for Wal-Mart (Personal Sustainability Campaign – winner of 2008 Green Effie award for effectiveness in advertising).
- Developed, produced and released a 50-minute feature DVD commissioned by Wal-Mart as a sustainability-oriented communications tool focused on reducing carbon emissions in their supply chain.
- Developed, directed and produced 50+ internal and external sustainability-oriented video communications for Proctor & Gamble, Wal-Mart, General Mills, GE, Blue Shield, etc.
- Produced consumer-facing web and in-store messaging for Adobe Systems and Hewlett Packard.
- Developed, wrote, directed and produced an international network release for the National Geographic Channel.
- Worked directly with executives at National Geographic to maximize ratings while maintaining brand standards.
- Developed an internal and external communication strategy for Wellpoint / Blue Shield.
- Developed sustainability-oriented brand activation offerings and products for multiple Saatchi & Saatchi S clients.
- Conducted market research and analysis for Yoplait.

**Project and Account Management:**

- Wrote, implemented and managed multiple budgets of 100K+ (the two largest were 500 and 600K respectively).
- Scoped, scheduled and managed multiple large-scale client and customer-facing projects for Fortune 500 clients.
- Acted as client lead on campaigns and projects for Adobe Systems, General Mills, P&G, Wal-Mart, GE, Nvidia, Hewlett Packard, and Wellpoint / Blue Shield.
- Managed and maintained constant relationship-building communications with key stakeholders at each account.
- Sourced, hired, supervised and managed a total of five full-time employees as well as 30+ contract staff.
- Extensive experience writing, negotiating and managing contracts and statements of work.

**Business Development:**

- Developed company-wide market competition report for Saatchi & Saatchi.
- Managed all earned-income business development at the non-profit Bay Area Video Coalition.
- Created and managed 178 unique contractual business partnerships for BAVC with companies such as Lucas Arts, ILM, Apple, Pixar, Wells Fargo, and Safeway.
- Successfully led the City of Alameda's revenue development plan to draw film and television production to the island.
- Secured university partnership for "MightyVerse" iPhone / iPad application.

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**Employment:**

**eMotion Studios** *Producer* (March 2010 –current)  
**Freelance Producer** *Clients:* Food Network, McAfee Security (October 2009-February 2010)  
**National Geographic Channel** *Writer / Producer:* “Hooked: Episode 4”  
(March 2009 – October 2009)  
**Saatchi & Saatchi S** *Brand Strategist:* Brand Activation (November 2008- March 2009)  
**Saatchi & Saatchi S** *Director Digital Video:* Creative Services (March 2007-November 2008)  
**City of Alameda Film Commission** *Film Commissioner:* Appointed by Mayor Beverly Johnson (2006)  
**Bay Area Video Coalition** *Manager of Corporate Partnerships*  
(April 2004-November 2006)  
**Travel Channel / DSM** *Research & Development / Production Manager:* “Travel Gear” (2004)  
**National Geographic Channels International** *Associate Producer:* Production (2001-2002)  
**Discovery Digital Networks** *Associate Producer / Operations Coordinator:* Marketing (1999-2001)  
**Smithsonian Institution:** *Logistics Coordinator:* Smithsonian Folklife Festival (1999)  
**Nickelodeon** *Talent Coordinator:* Stand for Children March on the Mall (1996)  
**Smith Hemion Productions** *Production Coordinator:* “25 Years at the Kennedy Center” (PBS) (1996)

**Education and Training:**

<b>Vanderbilt University Divinity School</b>	Nashville, TN
<i>Master of Theological Studies (GPA: 3.5/4.0), May 1999</i>	
<b>Tel Aviv University</b>	Tel Aviv, Israel
<i>Archaeologist at Tel Megiddo, summer 1998</i>	
<b>The International Film &amp; Television Workshops</b>	Rockport, ME
<i>Certificate: Summer Film School, 1996</i>	
<b>Hobart College</b>	Geneva, NY
<i>Bachelor of Arts: Religious Studies, June 1995</i>	
<i>Awards: Hobart Scholar, 1992; Edward P. Franks Prize in Religious Studies, 1995</i>	
<b>University College Galway</b>	Galway, Ireland
<i>Overseas Semester: Pre-Christian Irish Religion, 1993</i>	
<b>National Outdoor Leadership School</b>	Lander, WY
<i>Certificate: Fall Semester in the Rockies, 1990</i>	
<b>Other Professional Certifications:</b> Final Cut Pro, Flash, Photoshop, Illustrator, HTML	

**Publications and Independent Film Credits:**

**Publications:**

“Re-Imaging Field Instruction From a Spiritually Sensitive Perspective: An Alternative Approach.” *Social Work* 44 (1999): 371-383. Presented at the Catholic University May, 2000

**Independent Film Credits:**

“*Parashant: The Battle over No Man’s Land*” *Producer / Director:*  
Official Selection: Wild and Scenic Environmental Film Festival – Nevada City, CA (2006)  
“*Young Audiences*” *Producer / Director:* Non-Profit Promotional Video  
client: Young Audiences of California – San Francisco, CA (2005)  
“*Family Literacy*” *Producer / Director:* Non-Profit Promotional Video  
client: First 5 California - Los Angeles, CA (2004)  
“*Mel Tobin Memorial*” *Segment Producer:* Event Video  
client: Carnegie Hall - New York City, NY (2004)  
“*Community Leadership Awards*” *Producer / Director:* Event Video  
client: The San Francisco Foundation - San Francisco, CA (2003)  
“*Susanna Mills-O’Connor: An NCS Story*” *Producer / Director:* Corporate Promotional Video  
client: The National Cathedral - Washington, DC (2002)  
“*HearingRoom.com*” *Producer / Director:* Corporate Promotional Video  
client: Livingston Moffett Global, LLC - Washington, DC (2002)