

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

**Summary:**

Award-winning 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 include Robert F. Kennedy Jr., Saatchi & Saatchi, National Geographic Television, Wal-Mart's Sustainable Value Networks, Proctor & Gamble, General Mills, Blue Shield, Hewlett Packard, GE, Adobe Systems, The Food Network, The Weather Channel and Discovery Digital Networks.

**Professional Experience:**

**Creative, Communications and Brand Strategy:**

- Developed, directed and produced a web spot that won "Best of Show" and "Best of Interactive" in the 2012 Silicon Valley Addy Awards
- Developed, directed and produced a video-based communication strategy for Wal-Mart that won a 2008 Green Effie award for effectiveness in advertising.
- Developed, produced and directed a 50-minute feature DVD commissioned by Wal-Mart as a sustainability-oriented communications tool focused on reducing carbon emissions in their supply chain.
- 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:**

**Independent Media Consultant** *Clients:* Robert F. Kennedy Jr., Hewlett Packard, Adobe Systems, Nvidia, Hitachi, The Weather Channel, The Food Network, McAfee Security, Liquid Agency, Ernest Packaging Solutions, eMotion Studios (October 2009– current)

**Awards:** Best of Show – Silicon Valley Addy Awards, 2012  
Best of Interactive – Silicon Valley Addy Awards, 2012

**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 Department:* Creative Services (March 2007-Nov. 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:**

**Vanderbilt University Divinity School** Nashville, TN  
*Master of Theological Studies* (GPA: 3.5/4.0), May 1999

**Tel Aviv University** Tel Aviv, Israel  
*Archaeologist* at Tel Megiddo, summer 1998

**The International Film & Television Workshops** Rockport, ME  
*Certificate:* Summer Film School, 1996

**Hobart College** Geneva, NY  
*Bachelor of Arts:* Religious Studies, June 1995

*Awards:* Hobart Scholar, 1992; Edward P. Franks Prize in Religious Studies, 1995

**University College Galway** Galway, Ireland

*Overseas Semester:* Pre-Christian Irish Religion, 1993

**National Outdoor Leadership School** Lander, WY

*Certificate:* Fall Semester in the Rockies, 1990

**Other Professional Certifications:** Final Cut Pro, Flash, Photoshop, Illustrator, HTML

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**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

Letter to the Editor. New York Times, October 6 1998, National ed., A30.

Various spot illustration cartoons. Washington Times, summer 1996.

Washington City Paper, 6 August 1999.

**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

Young Audiences of California – San Francisco, CA (2005)

**"Family Literacy"** *Producer / Director:* Non-Profit Promotional Video

First 5 California - Los Angeles, CA (2004)

**"Mel Tobin Memorial"** *Segment Producer:* Event Video

Carnegie Hall - New York City, NY (2004)

**"Community Leadership Awards"** *Producer / Director:* Event Video

The San Francisco Foundation - San Francisco, CA (2003)

**"Susanna Mills-O'Connor: An NCS Story"** *Producer / Director:* Corporate Promotional Video

The National Cathedral - Washington, DC (2002)

**"HearingRoom.com"** *Producer / Director:* Corporate Promotional Video

Livingston Moffett LLC - Washington, DC (2002)