



AS SEEN ON TV



Lonnie Crayton

The Creative Dude

Marketing Research & Strategy + Graphic Design + SEO + Ad Copy + Audio/Video Content Editor & Producer + Website Development + Press Releases + and more!

CONTACT

- Overland Park, KS 66210
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- Video Demo Reel (click to view)

EDUCATION

Business Mgmt (E-MBA)

University of Leeds
2012 - 2015

Communications (BA)

Tulane University
2000 - 2005

Marketing (AA)

Tulane University
2000 - 2002

AWARDS

- KC FilmFest – Audience Choice Award
- Outlaw Film Festival – Best Music Video
- LVBFF – Best Music Video

EXPERTISE

- Marketing Research
- Marketing Strategy
- Graphic Design
- SEO
- Ad Copy
- Website Development
- Press Releases
- Script Writing
- Photography
- Videography
- Video Editing
- Audio Engineering
- Event Management
- Sales
- Leadership
- Project Management
- Account Management
- Ad Placement
- Networking

RELEVANT EXPERIENCE

VP of Marketing + Production for Client Services 2015 - 2021

825 Studios

Create marketing analysis reports and formalize branding and advertising strategy for clients and execute content delivery thru various platforms, such as social media and television. Develop and produce ad copy, scripts, graphic design, websites, photography, audio, and video content. Upload and optimize ad strategies using SEO techniques.

Chief Marketing Officer 2010 - 2015

Arthritis & Infusion Center

Oversee company's overall advertising and sales strategy. Align marketing efforts with the company's financial and branding goals. Negotiate advertising placement contracts with media companies. Coordinate and direct staff regarding production and schedule of ads, media broadcasts, designs, and website updates.

Chief Marketing Consultant 2008 - 2010

BASIC NWFL, Inc.

Developed marketing strategies necessary to duly increase donor giving, public knowledge about best health practices and brand awareness to the general public. During my tenor, I collaborated with cross-functional teams to increase productivity and advised teams of associates on best practices and implementation.

Contractor – Client Marketing Manager 2006 - 2009

MM Entertainment Publicity

Content development for assigned client-work. This included graphic design and websites.

Assistant Public Relations Manager 2004 - 2005

Rose Media

Assigned with developing first draft marketing plans for client review, ad copy, graphic designs, photography, websites, and video content. Responsible for obtaining pricing and contracts from media outlets for ad placement.

Content Creator 2000 - Present

Freelancer

Help with all things marketing! Focus point is social media management, advertising thru print media, digital ads, commercial, and infomercials.

REFERENCES

Jessica Christman

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Kim Peace

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