

BRIAN THOMAS GRAY, MSC

CREATE. COMMUNICATE. CONNECT.

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I am a small-batch, shade-grown, fair-trade, farm-to-face communication specialist continually curious with innovative methods of expression and communication.

Education

Master's of Strategic Communications

Westminster College, 2017

Bachelor's of Arts in English

University of Utah, 2012

Cum Laude, 3.812 GPA

Web Design Tools Certificate

University of Utah, 2015

Career Experience

Communication Coordinator, Public Involvement

HDR Engineering: 2018-present

Coordinate communication efforts with project team.

Facilitate public information meetings and open houses.

Maintain Geographical Information System.

Management of stakeholder communication lines and databases.

Coordinate with media and draft media releases for major project updates.

Coordinate celebration events.

Collaborate and coordinated layout design for large-scale reports.

Assist with public involvement strategy and communication efforts.

Graphic and layout design.

Skills

Adobe Creative Suite

Microsoft Office

WordPress

HTML 5, CSS, and web design

Social Media & Digital Strategy

Project Management Softwares

Hootsuite

A/V editing

Arts Administrator

Westminster College: 2015-2018

Created and executed digital, social media, and e-mail strategies

Increased visibility through audience segmentation and shareable content.

Increased brand awareness in coordination with Marketing and Communications department.

Streamlined marketing and communication procedures the performing arts.

Established communication bridges between the performing arts and other campus departments.

Maintained and increased e-mail distribution lists.

Conducted target audience analyses of theatre and music patrons.

Box office management: restructured box office to reduced disorganization; hired, trained, and supervised employees; ticket system management, and other responsibilities.

Areas of Expertise

Strategic Communication

Integrated Marketing Communication

Brand Management

Creative Collaboration

Project Management

Organizational Communication

Crisis Communication

Visual Communication

Communication Planning

Founder, Vice-President, Independent Artist

Wasatch Wordsmiths, GrayPoetry: 2013-Present

Increased awareness of performance poetry in Salt Lake City through workshops, event organization, and founding of Wasatch Wordsmiths.

Creative collaboration with numerous writers, poets, and artists to create captivating pieces for print and performance.

Coordinated digital marketing and communication efforts.

Established social media strategy that increased social media visibility.

Created captivating and shareable content.

Represented Salt Lake City in two Individual World Poetry Slams and five National Poetry Slams.

