



# GRAYSON SANDS

## ABOUT ME

👉 With years of experience across a variety of industries, I specialize in marketing strategy, multi-media content, and branding. It has been incredibly rewarding to witness the growth of companies I've worked with through innovative and creative campaigns.

## EXPERIENCE

### Multi-Media Communications

LandDesign - Charlotte, NC

2023 - Present

As the Multi-Media Communications designer at LandDesign, I leverage and explore cutting-edge technologies to enhance the firm's marketing, communication, and project delivery efforts.

- Enhance marketing, communication, and project delivery through innovative multimedia solutions.
- Produce videos, animations, photography, and graphics for internal/external campaigns and client deliverables.
- Generate 2D/3D aerial maps using drone mapping for project planning and marketing.
- Collaborate with advertising agencies to create and launch digital campaigns on social media.
- Develop comprehensive project case studies to showcase work to clients and peers.
- Research and integrate AI tools into the communication team's workflow.
- Create immersive VR experiences for remote project viewing.
- Travel nationwide to capture project photography, headshots, and campaign assets.

### Marketing Director

Neighboring Concepts - Charlotte, NC

2022 - 2023

During my time as Marketing Director at Neighboring Concepts, a Charlotte-based architecture firm with a focus on community-driven design, I was responsible for driving the company's marketing efforts and initiatives through major changes in the company.

- Led a comprehensive rebranding initiative to modernize the company's image and align it with its mission and values.
- Reshaped the company's storytelling, messaging, and branding efforts.
- Developed and implemented a new marketing strategy to increase brand awareness and drive business growth.
- Built a customized and comprehensive CRM and project management system. This custom system manages data for architecture projects, proposals, team members, and more.
- Built, designed, and launched a new website for the company. Designed with functionality as a priority - consolidating the need for external PDF project sheets and resumes. The back-end of the website is built on top of a thorough CRM system, allowing for templated pages and efficient organization of information.
- Managed the RFQ response process while building a new system for proposals and strategizing unique approaches to communicate the company's selling points.
- Produced high-quality storytelling videos to create compelling marketing collateral.
- Hired and trained a marketing assistant to assist with the proposal process.
- Coordinated and led events such as the Congress of New Urbanism "Walk Five Points" tour.



## VIEW MY WORK

Click or scan the QR code to explore my portfolio, featuring videos, designs, and photography.

## EXPERIENCE CONT.



### Marketing Specialist

The Nichols Company - Charlotte, NC

2021 - 2021

While supporting at The Nichols Company, I had the opportunity to work on a diverse range of projects and initiatives. I played a key role in defining the company's branding, including assisting in establishing their style guide and creating print and digital designs.



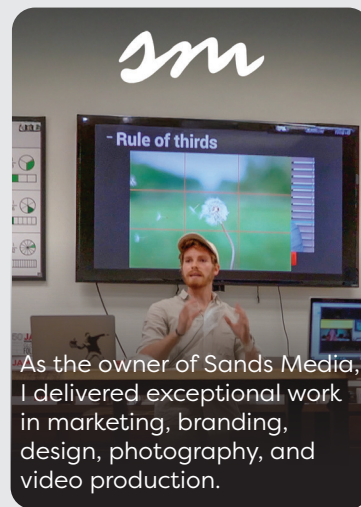
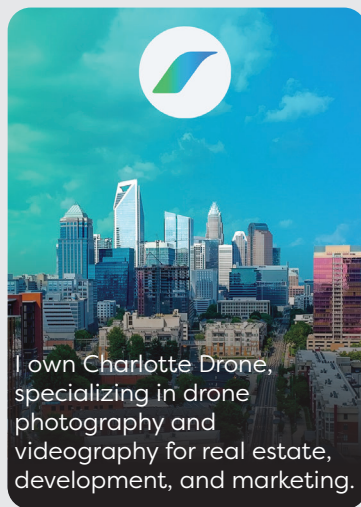
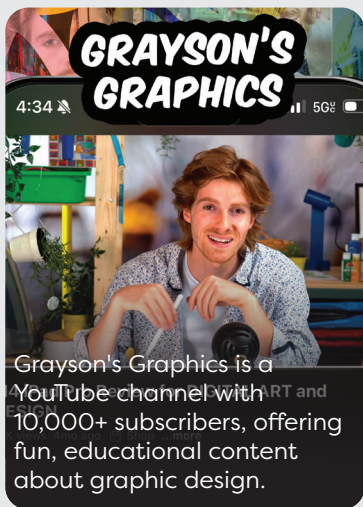
### Marketing Support

Coldwell Banker Sea Coast Advantage - Wilmington, NC

2019 - 2020

I had the opportunity to work with and build strong relationships at the #1 Coldwell Banker affiliate in the nation. I collaborated with agents, staff, and management to produce high-quality marketing materials, including video production, graphic design, and real estate photography editing. I contributed to the global Coldwell Banker rebrand, working closely with the head of photography and marketing director to develop new marketing materials aligned with company objectives.

## OTHER VENTURES



## EDUCATION

Completed coursework at multiple universities, achieving **some college education** with a focus on marketing

### Marketing + Graphic Design 2020 - 2020

Queensland University of Technology

### Marketing 2019 - 2022

Cameron School of Business at UNCW

### Innovation Marketing 2018 - 2019

UNC Charlotte Belk College of Business

### Student 2016 - 2017

Academy of Information Technology

## HONORS

### Licensed Part 107 Drone Pilot

Federal Aviation Administration

### Second Place Globally | Social Impact Video

American Marketing Association - 2019

### First/Second/Third Place Photography

GFWC of North Carolina - 2017 - 2019

### Certified in Microsoft Word/PowerPoint

Certiport

### Guinness World Record Holder

2018