

BRAND • STRATEGY • CREATIVE

16+ YEARS EXPERIENCE

WESLEY GANT - AUSTIN, TX - WESLEYAGANT@GMAIL.COM - 832.541.7712

SUMMARY

I grow brands by helping them reach audiences with clear messaging and powerful experiences. Building on a diverse career in the creative and marketing space, I am looking for a role that demands both analytical strengths and artistic sensibilities, as well as people skills and strong communication. Mid-level or higher. Hybrid or on-site preferred.

8 years agency and 8 years client-side experience. Comfortable interfacing with executive leadership and working on business management challenges.

EXPERTISE

Brand Strategy
Marketing
Design
Research & Analysis
Writing
Product Development

STRENGTHS

Systems Thinking
Vision
Empathy / EQ
Communication
Strategic Analysis
Curiosity

INTERESTS

Psychology & Economics // Creative Innovation //
Business & Leadership // Film & Music Production //
Market trends & futurecasting

EDUCATION

UNIVERSITY OF HOUSTON
Master of Arts in Political Science - 2014
Areas of focus: Economics, Constitutional Design

HOUSTON CHRISTIAN UNIVERSITY
Bachelor of Arts in Government, Honors
Minor in Communications - 2011

HISTORY

POLYMATH (agency)

Since November 2015, 7+ yrs

- **Director of Strategy**
- **Previous: Director of Strategic Communications**
- **Previous: Communications Strategist**

Leads marketing and creative // Oversees projects and manages account relationships // Collects and analyzes data on audience mindset and behaviors // Drafts proposals, creative briefs, strategy memos, reports // Develops brand platforms, content, ad creative, copy, web designs // Guides and reviews work // Contributes to new business proposals

ACADEMY SPORTS & OUTDOORS

2015, 8 months

- **Senior Designer (contract)**

Served on the creative team for a national retailer, extending what was originally a 3-month contract // Outdoor, in-store, and direct mail advertising // Seasonal campaign concepts // Update of brand message and visual identity // Interfaced with other marketing teams, product development, buyers, store design, and ecommerce teams.

HOUSTON CHRISTIAN UNIVERSITY

2008 - 2015, 7 yrs

- **Art Director & Brand Strategist**
- **Previous: Designer**

Led creative team responsible for flagship magazine, ad creative, collateral for marketing, public relations, fundraising, and alumni engagement. // Developed engagement strategies and brand messaging across all university touchpoints. // Designed logos, layouts, signage, and more.

E-SITEFUL (agency)

2006 - 2007, 1 yr

- **Web Designer**

Front end web UX/UI for large corporate clients // Identity design // Presentations