

MARKETING IS BEHAVIORAL SCIENCE, ENTREPRENEURSHIP & EMPATHY. NOT FORMULAS.

Look, I'm all for tech and analytics. But good marketing is still fundamentally a head and heart game. It's about understanding your audience and reaching them in a way that is memorable and meaningful. It's knowing the market you play in. It's psychology, economics, and emotion.

I bring 16+ years of experience across several marketing disciplines, leading teams on the brand and agency side. My gift is bringing clarity to confusion through a holistic perspective. I ask the questions that matter for the business, its customers, and its people.

Ideal role: Mid-to-senior position on a marketing, creative, or product team, with days in office at a consumer-oriented company.

WESLEY GANT

832-541-7712

WESLEYAGANT@GMAIL.COM

AUSTIN, TEXAS

EDUCATION

- MA, POLITICAL SCIENCE ('14)
- BA, GOVERNMENT ('11)
- AUDIO & VIDEO PRODUCTION
- VISUAL ARTS

POLYMATH (agency)

Director of Strategy

Hired in November 2015, 7+ yrs

Leads marketing and creative services • Oversees projects and manages account relationships • Conducts research and analysis • 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

— Director of Strategic Communications (2017-19)

— Communications Strategist (2015-17)

ACADEMY SPORTS & OUTDOORS

Senior Designer

May-November 2015, 8 mo. (contract)

Served on the creative team for a national retailer, extending the original 3-month contract • Outdoor, in-store, direct mail advertising • Seasonal campaign concepts • Brand messaging and visual identity • Cross-functional with marketing, product development, store design, and ecommerce.

HOUSTON CHRISTIAN UNIVERSITY

Art Director & Brand Strategist

2008 - 2015, 7 yrs

Led creative team responsible for flagship magazine, brand and recruitment advertising, public relations, fundraising, and alumni engagement. • Developed engagement strategies and designed creative assets across audience touchpoints.

— Designer (2007-2011)

E-SITEFUL (agency)

Web Designer

2006 - 2007, 1 yr

Front end web UX/UI, Identity design, and Presentations

OTHER

Served in a variety of roles that combined marketing, creative, and team leadership between 1999-2009.

Experience with all Adobe design applications, PPC social media and search marketing, content marketing, market research, SEO, lead generation, CRM, project management, traditional offline advertising.