

# GRAYSON ROACH



## EDUCATION

TEXAS TECH UNIVERSITY | BA ADVERTISING 2022

## ACHIEVEMENTS

FIRST PLACE NATIONAL CHAMPION  
NSAC Meta Ad Campaign | June 2022

GOLD ADDY  
NSAC Tinder Ad Campaign | February 2022

THIRD PLACE DISTRICT  
NSAC Tinder Ad Campaign | April 2021

BEST OF SHOW ADDY  
NSAC Tinder Ad Campaign | February 2022

JUDGE'S CHOICE ADDY  
NSAC Tinder Ad Campaign | February 2022

## SKILLS

ADOBE ILLUSTRATOR  
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ADOBE PHOTOSHOP  
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ADOBE PREMEIRE  
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VIDEOGRAPHY  
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ADOBE INDESIGN  
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ILLUSTRATION  
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ANIMATION  
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## EXPERIENCE

LOVE ADVERTISING | ART DIRECTOR INTERN  
May 2022 - present

Leading art direction and design for an integrated ad campaign for Gulf Capital Bank. Creating assets for Love Advertising clients with Creative Director and Art Director.

TTU BULLET AD TEAM | CREATIVE DIRECTOR  
October 2021 - June 2022

Promoted to Creative Director. Led and created the 2022 First Place NSAC integrated ad campaign for the Meta VR headset through the American Advertising Federation. Competed against over 100+ universities in the nation and won.

TTU | LEAD STUDENT DESIGNER & VIDEOGRAPHER  
July 2021 - February 2022

Designed assets and created branded videos representing the University. Led and collaborated with the marketing team to meet hard deadlines in a fast-paced work environment.

TTU BULLET AD TEAM | JUNIOR ART DIRECTOR  
September 2020 - April 2021

Created an award-winning NSAC integrated ad campaign for Tinder. Worked with the team that came up with the big idea along with design, copy, videography, and editing.

LOVE ADVERTISING | COPYWRITER INTERN  
May 2020 - August 2020

Worked on campaign ideation and copy with Creative Director for several clients including, Phillips 66, CenterPoint Energy, and The YMCA.

BOY SCOUTS OF AMERICA | EAGLE SCOUT & SPL  
February 2014 - July 2015

Leader of Troop 865 while living in Copenhagen, Denmark. Led and managed the Troop in the Jamboree in Normandy, France for the 70th Anniversary of D-Day.



## LET'S TALK

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