

GRAYSON ROACH

EXPERIENCE

FCB CHICAGO | ART DIRECTOR

October 2023 - present

Ideated and art directed a super bowl activation for Hidden Valley Ranch with Eli Manning. Built out three new brand platforms for Fresh Step, Kingsford, and Brita with integrated campaign work. Lead the art direction for HVR and Glad production shoots for OOH campaigns.

VML | ASSOCIATE ART DIRECTOR

October 2022 - October 2023

Worked on the Bronze Cannes Lion awarded "eCycleLand" for Intel. Collaborated with CD and ECD to create a global social campaign for Smirnoff. Assisted in directing video production shoots for social content on Intel & Phillips 66. Art directed on a Progressive Insurance pitch that sold.

TTU BULLET AD TEAM | CD & AD

September 2020 - 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 first place.

LOVE ADVERTISING | AD INTERN

May 2022 - August 2022

Led art direction and design for integrated ad campaign and pitched it to Gulf Capital Bank. Collaborated with CW and CD to create digital assets for Perry's Restaurants.

TTU | LEAD AD & VIDEOGRAPHER

July 2021 - February 2022

Designed assets and created branded video spots representing the University. Led production shoots and collaborated with marketing leadership on both brand and social.

EDUCATION

TTU | BA ADVERTISING

ACCOLADES

BRONZE CANNES LION

CANNES | June 2023

GOLD CUBE ADC AWARD

ADC | May 2023

GOLD ANDY AWARD

Andy | April 2023

1st PLACE NATIONAL CHAMPION

NSAC | June 2022

3X GOLD ADDY

AAF | 2021-2023

NATIONAL SEMIFINALIST

NSAC | April 2022

BEST INTEGRATED AD CAMPAIGN

AAF | March 2023

BEST OF SHOW ADDY

AAF | February 2022

JUDGE'S CHOICE ADDY

AAF | February 2022

CONTACT ME

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