

Executive Summary

Team leader for communication strategies and tactics.

Creator of group energy, with the enduring passion to design, architect, implement and disseminate the narrative. Possessing a keen sense of how to prioritize forces to move the marketplace.

Highly experienced at client relations, marketing and advertising management working within multiple consumer and service industries.

Understanding the power and the lure of the next technology tempered by the pounding awareness of the ends to be achieved.

Strong computer skills including extensive relationship with the Apple Macintosh platform from its inception. Daily software user of Apple's core software, Microsoft Office, Adobe Creative Suite, database and digital interface design.

Work Experience

November 1979 – Present. Agency founder/owner; Hunter Gray Associates, Inc. Full-service advertising and management-consulting firm. Responsible for managing daily operations, business and creative development.

September 1976 – October 1979. Agency founder/owner; Hunter Gray Advertising.

January 1973 – August 1976. Agency co-owner; Concept III.

Highlights as Agency Leader

Marketed the first residential condominium in the Little Rock market.

Developed and managed implementation of a public utility model for the public launch of the Arkansas' first exclusive paramedic ambulance system.

Developed and produced comprehensive visual identity standards based on an agency-conducted company-wide audit. International company

Provided consultancy services regarding branding, event marketing, exhibit marketing, legislative communication, wayfinding and public art. *Arkansas' largest AMA accredited museum*

Developed advertising and public relations plans, budgets and implementation for system-wide non-contiguous campaigns as a member of core management team. *Arkansas statewide bank*

Developed and implemented the redesign of an 85-year-old Arkansas publication, including production workflow, publishing and budgeting standards. *Co-owner, daily public records newspaper*

Developed and implemented print, collateral, turnkey direct mail campaigns and client relations services promoting municipal bond issues for 36 offices. *Regional public finance organization*

Planned, developed and produced ongoing patient recruitment advertising utilizing mixed-media in 20 markets simultaneously for more than 500 studies. *Medical testing organization*

Developed and implemented business model, brand and ongoing marketing/advertising for a 17-store retail and commercial dry cleaning company.

Agency of record for the launch of a subsidiary of a major Wall Street firm, the first to be handled by a non-New York agency. *Secondary and commercial mortgage securities*

HUNTER W. GRAY

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LIFE'S WORK

Hunter Gray Associates, Inc.
Advertising/ Management Consultants
(1979 – Present)

EDUCATION

Bachelor of Fine Arts
Graphic Arts, Advertising,
Architectural Technologies
University of Southern Mississippi
Hattiesburg, Mississippi

CAPABILITIES AND PARTICULAR EXPERTISE:

Marketing strategies
Advertising creative
Creative direction
Corporate image / branding programs
Corporate identity programs
Public relations
Organizational development
Primary market research
Budgeting and account management
Media analysis and buying
Internet presence planning
Webmaster function
Marketing database management
Presentation materials
Graphic design
Print production
Photography direction
Broadcast direction and supervision