

## RESUME



TONY WARD

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## CREATIVE SERVICES

*Strive to be better than yourself yesterday.*

Creative/Strategist Everyone have a story and within that story there's a passion. Expressing that passion leads to art, engineering, innovation, and creation. I take those stories and passions and build brands that resonate.

## AREAS OF EXPERTISE

- Creative Strategy Development
- Brand Development
- Campaign Conception, Creation and Execution
- Digital Platform Storytelling
- Survey Writing, Interview, Field Study, and Secondary Research
- Adobe Creative Suite
- Photography

## PROFESSIONAL EXPERIENCE

*Shift Retail Lab / 2023 (present)*

Intern: Helping Shelfies (Entrepreneurs) with their advertising needs

- Brand strategy, SEO, Social Media, Creative Strategy and Campaign Writing

*Amazon / 2016 (present)*

Process Guide: Organizing small team to replenish the necessary products in warehouse

- Collaborating with the other inbound teams for the most efficient and fastest process

*Golden Gate Service / (2012-2016)*

Assistant Manager: Assisting the manager with completing the specific task of government employees.

## EDUCATION

*Viginia Commonwealth University / (2018 - 2023) Anticipating Graduation*

Bachelor's Degree: Richard T. Robertson School of Media and Culture

Mass Communication: Strategic Advertsing concentration

*J. Sargeant Reynolds Community College / (2014 - 2017)*

Associate's Degree: Business Administration

*Varina High School / (2007 - 2011)*