



# BRIAN HUTSON

Elevate brand image. Execute strategy that works. Maximize ROI. My tactical trifecta as—the **BUSINESS CREATIVE**.

## SEEK & FIND

- Seeking full-time employment within a team of like-minded, cause-focused game changers
- Desiring an organization that encourages personal growth and demands nothing short of the best
- Offering a superb work ethic and ambition to deliver real ROI through creative means

## CONTACT

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- huttyforhire.com

## SOCIAL

- linkedin.com/in/brian-hutson-12329963
- instagram.com/brianhutty
- facebook.com/brianglennhutty

## PROFICIENCIES

Creative Direction | Brand Management  
 Marketing Strategy | Content Writing  
 Graphic Design | Print Management  
 Digital Marketing Planning & Implementation  
 Project Management | Adobe Creative Suite  
 Wordpress | Squarespace | Google Suite  
 Basecamp | Teamwork | Asana | Trello  
 Slack | Monday | Microsoft Suite

## CONTINUE TO PAGE 2:

For Education, References, Major Accomplishments & Current Projects

## EXPERIENCE

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2020  
15000 Cubits

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2017 - 2018, 2019 - 2020  
Consulting &  
Contract Work

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2018 - 2019  
Mark Dimas Properties

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2013 - 2017  
BrightBox, Inc.

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2009 - 2012  
Texas A&M IT

### MARKETING / DESIGN MANAGER

- Co-managed massive retainer, centered on COVID-19 response
- Deployed landmark design and digital processes within the team
- Built and trained on scoping numerous \$90K+ website projects

### CREATIVE CONSULTANT

- Partnering and consulting on 4 retainer clients and multiple projects
- Launched and led teams in rapid website development timelines
- Started affiliate marketing structure, franchise program, monthly content creation, video campaigns and million-dollar proposal bids

### MARKETING STRATEGIST

- Created and executed a calendar of internal and external events
- Managed social media presence and digital advertising programs
- Trained a fleet of first class real estate agents into marketing success
- Elevated brand image and client engagement by design focus

### CREATIVE DIRECTOR

- Created over 50 brands—full circle—leading a multi-disciplined team of designers, writers and developers
- Monitored branding and marketing strategy for clients and projects to ensure quality and ROI
- Led brand presentations and produced both visual and voice guidelines

### BRAND MARKETING STRATEGIST

- Allocated marketing budgets and managed client expectations
- Developed strategic plans and processes to market client brands
- Deployed multi-layered campaigns with a comprehensive tactical suite
- Reported monthly efforts for various clients on designated KPI

### PRODUCTION MANAGER

- Managed timelines and budgets—company-wide—for monthly retainers and brand development projects
- Cultivated vendor and partner relationships
- Directed all production activity (web, print, digital, video, etc.)

### GRAPHIC DESIGNER

- Executed university system-wide internal and external campaigns for IT infrastructure
- Designed for international, high-profile projects—dynamic in nature for mass brand awareness



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## REFERENCES

### JASON ARCEMONT

Principal Owner, BrightBox

- 713-828-9485
- jasonarcemont@gmail.com
- linkedin.com/in/jasonarcemont

### LAURA ROOT

Creative Director, Texas A&M University,  
Division of Marketing & Communications

- 214-773-4953
- laroot@tamu.edu
- linkedin.com/in/lauraroot

### KRISTEN SYMMANK

Designer & Former Team Member at BrightBox

- 832-814-1008
- ksymmank@pythonholdingsllc.com

## EDUCATION

2008 - 2012  
Texas A&M University

### BS – BUSINESS MANAGEMENT

Earned undergraduate degree from  
Mays Business School with an emphasis in  
management, entrepreneurship and marketing

## ACCOMPLISHMENTS

### TEXAS FREEDOM RUN

- Led a philanthropic campaign for Jason Arcemont in which he ran 30 marathons in 30 days across Texas (from El Paso to Orange)
- Raised awareness and over \$200K in services rendered and funds in the fight against child sex trafficking, in partnership with Love146
- Published a commemorative book of photography and community involvement surrounding the campaign and the critical cause

### SHOTGUN

- Wrote and published a 25-chapter biographical book on the men and women who have taught me invaluable lessons throughout my life (through the age of 25)
- Completed the book within ten months as a way of reflecting on life and showing thanks to those who have shaped me

### INTERACTIVE STRATEGIES CONFERENCE

- Chair for Houston-wide, digital marketing conference (2017) through the Houston Interactive Marketing Association

### ISLAND PARTY

- Chair for fraternity's annual philanthropic music festival
- Expanded the event to also include a full-day speaker series
- Raised and managed an event budget of \$35K within six months
- Brought awareness and activated the community to get involved in local advocacies in the fight against human trafficking

## CURRENT PROJECTS

### PROJECT SAMUEL / ZAMBIAN TRAVEL BOOK

- Writing a travel book (including several fictional pieces) about my recent travels to Zambia with Project Samuel involving mission work
- Book including the experiences, conditions and colorful culture of the Zambian people and the children I met there
- Calling readers to get involved, donate to Project Samuel and become brand ambassadors at home and globally

### POST-PANDEMIC DYSTOPIAN NOVEL

- Writing a dystopian fiction series, inspired by living in a pandemic and post-pandemic modern world
- Loosely-based to the biblical story of Esther and the saving of the Jewish people