

BRAND CONSULTANT

CREATIVE DIRECTOR

GROWTH STRATEGIST

[www.craighuddleston.com](http://www.craighuddleston.com)

# CREATIVE

strategy & design



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# INTRODUCTION

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Hello! My name is Craig Huddleston. I'm a strategy oriented consultant, creative director, and growth strategist.

I serve as a strategic, big picture thinker to create solid brand identity via creative services and live events.

**My mission is to make a difference through my solution specific mentality on any project, in any situation.**

I'm a brand champion, a lover of processes, and an advocate for the awesome. I...

- Build relationships with clients and provide utmost customer service.
- Lead project-based teams, facilitate action, and communicate effectively.
- Oversee 3rd party vendor RFP processes for communication-based projects.
- Am a big picture thinker with 360 views of overall project scope of work requirements.
- Understand strategic and creative requirements and objectives of processes.
- Am expertly skilled in live event production.
- Design and coordinate concept to completion solutions.
- Have served as a designer, collaborator, and project manager on high-level events.
- Am a trusted advisor, partner, and navigator.
- Am vibrant and joyful with clients and team members.
- Can bring a client's vision to life.

I hope that we will be able to work together on a project soon!

*Craig Huddleston*



# OVERVIEW



A consultant can provide a business with extra horsepower when they need to finish a project, when they need to utilize specialized skills, or when they need a safe zone with an outside opinion to create new processes.

I am passionate about business services and the solutions that support them. I seek ideal answers that are authentic and meaningful to raise brand awareness and create results.

I have the drive to be inventive and passionate about everything I do for my clients. I love this industry and am honored to serve. So, if there is something specific you are looking for and don't see it listed within the following pages, please feel free to reach out to me and ask. I love a good challenge, and yes, I will tell you if I am not the best fit for the solution. Chances are I know someone within my nationwide network that can assist!

## BRAND STRATEGY

Consistency, continuity, and identity to position your message to best showcase your brand, voice, and vision to your audience.

Setting priorities and focusing efforts by studying past, present, and current strategies are just part of the process that makes strategy & planning such a critical step towards accomplishing goals.

## CREATIVE DIRECTION

The direction of the brand's voice, how the voice communicates, and the strategy on how to accomplish the desired results.

Many of my clients have great ideas. They bring them to the table, and I get to help make them a reality. That's just part of my commitment to being a great integrated team player when we are working together.

## GROWTH STRATEGY

Identifying new opportunities for revenue, aligning current strategies, and connecting the dots between efficiency and proficiency.

A favorite service of mine is finding ways to generate new revenue for a client. Sometimes it's as easy as utilizing the data that has been un-mined in their own company or even stretching/extending their current service offerings.





# STRATEGY

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I find and create ways to implement positive and reinforcing improvements to processes and procedures. You've got to be comfortable and confident throughout the process, that's why you can stay behind the wheel, and I'll help guide as navigator. By exploring current practices together, I will help find ways to improve and better utilize your process and message for strategic gains. I will document and analyze all data to consistently leverage the brand.

Starting with the discovery phase, together we will establish and strategize your goals so we can reverse engineer a path to fulfillment. Discover, clarify, actionable tasks, fulfill, then my favorite part, analyze the data provided, pivot, and keep fulfilling. I offer monthly reports so you can see exactly what is happening behind the scenes.

**CREATE WAYS TO IMPLEMENT POSITIVE  
AND REINFORCING IMPROVEMENTS.**

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# & PLANNING



- BRAND STRATEGY
- TEAM MANAGEMENT
- PROCESS & PROCEDURES
- MARKETING & ADVERTISING
- PROJECT MANAGEMENT
- WEB STRATEGY
- LIVE EVENTS
- CONTRACT NEGOTIATION
- IDENTITY & IMAGING

Strategy & planning is one of the most important jobs when it comes to positioning your brand, voice, and vision to your audience. As you've heard, those who fail to learn from history, are doomed to repeat it. So, are you learning from your history? When you have the opportunity to communicate your message to your present and potential customers, are they listening? Are they engaged? Even more important, are they taking action? Strategic planning can help you find ways to improve your current communication efforts and to see a more fulfilling ROI for your budget.

**THOSE WHO FAIL TO LEARN FROM HISTORY, ARE DOOMED TO REPEAT IT.**



07

# CREATIVE



I have been involved in many different types of creative services over the last 16 years. From writing music professionally to producing TV commercials, videos, and creating graphics for live events of all sizes. I study new industry trends and technology to provide cutting-edge services to my clients. I love this industry, and I love the process that creative services provide for the fulfillment of strategy. Let's work together to best design, implement, and create a way to help you earn more and look your best. If your business needs something that isn't listed below, let's chat. Someone within my network will possess the skill set required.



PRODUCTION	DESIGN	ONLINE
<ul style="list-style-type: none"> <li>• Concepts</li> <li>• Directing</li> <li>• Filming</li> <li>• Post</li> <li>• Delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Graphics</li> <li>• Live Events</li> <li>• Web Dev</li> <li>• Campaigns</li> <li>• Pitch Creative</li> </ul>	<ul style="list-style-type: none"> <li>• Copywriting</li> <li>• SEO</li> <li>• Social Media</li> <li>• Digital Marketing</li> <li>• Web Management</li> </ul>
THE PRODUCT	COMBINED WITH	WILL RESULT IN
<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Storytelling</li> <li>• Live Events</li> <li>• Online Content</li> </ul>	<ul style="list-style-type: none"> <li>• Continuity</li> <li>• Consistency</li> <li>• Identity</li> <li>• Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Awareness</li> <li>• Reaching Targets</li> <li>• Revenue Growth</li> <li>• Proficient Voice</li> </ul>

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# SERVICES



## MEET

Learn about your business and goals for project.



## SKETCH

Provide sketch ideas for graphical concepts for desired strategy.



## PRESENT

Provide those multiple options to gather your input for potential revisions.



## DELIVER

When everything is completed to your satisfaction, I'll deliver.

## RESEARCH

Study your competitors, uncover obstacles that would influence strategies and define target goals.



## CONCEPTS

Create options from sketch designs and strategies to enable a best case scenario decision.



## REVISE

Once you identify the revisions, I will make required changes.



## LAUNCH

3..2..1..launch sequence initiated. Time to launch, wait, then analyze.



09



# EVENT

- EXPERIENTIAL MARKETING
- SPECIAL EVENT DESIGN
- LIVE EVENT PRODUCTION
- EVENT MANAGEMENT
- PROJECT MANAGEMENT
- LIVE STREAMING
- VERIFIED EXPERTS NETWORK
- CONTRACT NEGOTIATION
- EVENT IDENTITY & IMAGING

Event services go beyond bolting truss together and making sure the PA works. It's a concerted effort on many levels that provide epic results. I am confident in my ability to serve in any role. In my career I have professionally sold, designed, engineered, project managed, setup, directed, and produced countless live events.

With my extensive experience in the industry, I am confident in my ability to help you stand out from your competitors and to position your company for strategic gains. Whether I integrate with another production team or am providing exclusive services before, during or after the event, I vow to be the ideal solution for you and to provide a maximum return on your investment.

THE DEFINED **OPPORTUNITY** WHERE  
STRATEGY & DESIGN COME TO LIFE.

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# SERVICES



The live event model is constantly growing due to the brand awareness that your company will gain along with marketing, data-driven analytics, and new revenue opportunities.

Are you live streaming your events to the dedicated Facebook fans that couldn't attend? Are you capturing the attention of your audience with expertly crafted visuals and presentations? Let's work together to create processes that drive new opportunities and get you in the position to expertly organize and convert leads into revenue.

I have produced countless live events in all shapes and sizes. Whether it's your first or 37th event, it's never too late for me to jump in and get involved. Let me help you navigate the treacherous waters of the live event industry.

**THE LIVE EVENT MODEL IS  
CONSTANTLY GROWING.**



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I vow to serve my clients with a commitment to be courageous and willing. In the face of opposition and negativity, to be strong and positive. To not be afraid of failure, but embrace it as it can serve as the most empowering lesson we all will inevitably face. Let us overcome challenges and celebrate victories. By standing together, may we rise to all occasions, to utilize our strength in numbers, and to be an unstoppable force. Here's to our past, which will reflect upon us who we have become. The present, which shall serve as an opportunity to seek something more significant than us all. And lastly, our future, which will be a definition of who we have come to be, together.

*Craig Huddleston*