

Avery Grasse - Creative Director

View my work at averygrasse.com

Experience

- Marketing Director** - Lead our internal marketing team during an ecom recession and found new ways to inovate and drive sales through less conventional methods
Holtz Leather Co. - Created Photo and Video content to help improve the positioning of the Holtz brand
Huntsville, AL - Managed our team to find the best strengths of each member to create a more efficient and effective team dynamic
Sept 2022 - Present
- Creative Director** - Collaborated with talented artisans (carpenters, leather stitchers, potters, candle makers etc.) to establish new physical products.
Holtz Leather Co. - Developed the creative vision to execute successful marketing campaigns
Huntsville, AL - Worked as the Brand Protector to ensure that all photos, video, designs and product align with the company values and standards
Sept 2021 - April 2022
- Creative Director** - Worked with the CEO and Marketing Director to implement a fast paced ecom campaign
Redline Steel - Created Content for a number of sales channels and worked with high profile individuals to promote other benefits and promotions we ran
Tanner, AL - Conceptualized the multiple products a week that we created. Steel designs, colors, finishes, canvas products and apparel.
Dec 2020 - Mar 2021
- Video Producer** - Filmed and edited video content for ads, social media, internal trainings, website etc.
Holtz Leather Co. - Produced a 9 part documentary on the Holtz family and their journey to Costa Rica to adopt 5 children
Huntsville, AL - Consistently developed creative and exciting marketing campaigns by collaborating with the other creatives to keep sales numbers up and maintain relevance in a cluttered
May 2019 - Dec 2020
- Sales Representative** - Worked to find qualifying customers that could benefit to save money by going solar on their primary residence.
LGCY Power (Solar) - Educated customers on the benefits and obstacles of going solar with a Power Purchase Agreement and illustrate the long term benefits to encourage action.
Las Vegas, NV - Created a network of past customers (both English and Spanish speaking) to help reach new people through reccomendations and word of mouth.
Apr 2015 - May 2016

Education

Brigham Young University Idaho
B.S. Communication
Video Production/Advertising

Skills

Adobe Premiere
Davinci Resolve
Adobe Photoshop
Spanish Speaker

Contact Info

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