

# GREG FLOORY

gregf@flash-pointe.com

## SUMMARY OF QUALIFICATIONS □

Experienced communications professional with expertise in a broad range of disciplines and media, including:

- Creative and concept writing and production, as well as proposal, editorial and technical writing on deadline
- Marketing and advertising concept, copy, and collateral design and production
- PR and public affairs strategy and execution, as well as campaign communications and strategy
- Research and analysis of technical and general interest subjects
- Message, scripting, speechwriting, and Congressional testimony
- Event design, promotion, and production

- [Adobe] Acrobat, Illustrator, PageMaker and Photoshop; HTML and original Web design; [Microsoft] Excel, PowerPoint, and Word; Proficient with PCs and familiar with Mac OS.

## EXPERIENCE

Motivation Education & Training, Inc. (MET) New Caney, Texas

Communications Director, (February 1999 – August 2006)

- Develop, implement, and evaluate corporate communications strategy; effectively represent agency to public and manage relationships with federal, state, and community stakeholders; and capably direct development and marketing efforts.

- creative work: proposal, editorial and technical writing on deadline; corporate identity design; collateral production; speechwriting

Senior Executive Assistant, (June 1994 – February 1999)

- Directed special projects and assisted executive director with management strategy, led funding efforts and oversight of development team, directed high profile federal demonstration project, compliance and quality assurance lead, and HR policy.

- creative work: concept, storyboard, and script for short video documentary; theme and graphic design for corporate meetings

Human Resource Development Specialist/Resource Development Liaison, (March 1991 – June 1994)

- Implemented and refined corporate marketing strategy, developed budgets and managed highly regulated programs, led 100+ team deployed in six-county region, developed printed communications, and managed facility design and construction process.

- creative work: designed building plans and renderings, conceived and/or redesigned agency forms in graphic format

Central Workforce Alliance (CWA) New Caney, Texas

Co-founder and President, (February 2002 – February 2006)

- Chief officer and project manager of workforce services trade association representing NGOs and government agencies in 14 states. Provided strategic leadership for and managed organization's affairs to meet advocacy and national representation objectives.

- creative work: event planning and promotion, graphic design, MC and conference hosting, design and production of entertaining and informative multimedia presentations

## EDUCATION

Baylor University

Bachelor of Arts, Political Science, 1989

vision + strategy + execution

8619 Joggers Lane · Humble · Texas · 77346 · home 281.812.1923 · cell 281.635.9976