

# Charles Spady

Marketing Strategist & Media Relations Specialist | Branding & Creative Communications

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## PROFESSIONAL SUMMARY

Branding-first Marketing Strategist and Media Relations Specialist with over 15 years of experience shaping visual narratives, developing multi-platform campaigns, and driving audience engagement for organizations across lifestyle, wellness, and community sectors. Expert in integrating branding, storytelling, and digital strategy to elevate organizational presence. Skilled in strategic planning, media relations, influencer collaboration, and creative direction. Proven ability to manage campaigns from concept to execution, aligning creative vision with measurable marketing goals.

## EDUCATION

M.F.A., Media Design — Full Sail University, Winter Park, FL (Sept 2022) • GPA 3.8

Instructional Design & Technology Certificate — Full Sail University (June 2023) • GPA 3.7

Visual Design Certificate — Full Sail University (Apr 2024) • GPA 3.8

ACE: Introduction to Content Creation & Social Media Marketing — Full Sail University (Nov 2025) • GPA 3.8

B.S., Graphic Design — The Art Institute of Philadelphia (Sept 2004) • GPA 3.7

## CORE COMPETENCIES

- Brand Strategy & Development (Identity Systems, Voice, Positioning)
- Integrated Marketing Campaigns (Digital, Social, Print, Experiential)
- Media Relations & Community Engagement
- Presentation Strategy & Executive Communications
- Strategic Messaging & PR Alignment
- Influencer & Partnership Campaigns
- Content Strategy & Audience Engagement
- Digital Platforms: Adobe Creative Suite | PowerPoint | Figma | Canva | WordPress | Google Workspace
- Strong Written & Verbal Communication | Cross-Functional Collaboration | Deadline Management

## PROFESSIONAL EXPERIENCE

Marketing & Branding Strategist  
Las Vegas SinCity Chamber of Commerce — Las Vegas, NV  
March 2014 – July 2025

- Led the development of integrated marketing campaigns, including branding kits, event proposals, influencer outreach, and digital content strategies.
- Elevated brand storytelling across presentations, sponsorship decks, and social campaigns, resulting in a 25% engagement increase.
- Collaborated with executive leadership to align visual and narrative branding with chamber initiatives and partnerships.
- Produced campaign strategies for Pinkbox Doughnuts collaboration (#BOLDBREAKFASTLV), focusing on cross-promotion and membership acquisition.
- Coordinated vendor relations and ensured brand consistency across large-format print, digital content, and event experiences.

Strategic Communications & Creative Lead (Contract)  
Us Doing Us Inc. — Wichita, KS  
November 2020 – February 2024

- Directed branding and marketing strategy for public health and wellness campaigns across TV, digital, and outdoor platforms.
- Crafted compelling messaging frameworks and presentation narratives to increase community awareness and participation.
- Developed cohesive visual systems and communication plans for executive presentations and outreach initiatives.
- Collaborated with media partners and stakeholders to ensure campaign alignment and maximum reach.

Marketing Designer & Community Engagement Specialist  
FunRising / Las Vegas Pride — Las Vegas, NV  
April 2016 – June 2023

- Directed branding and marketing strategy for public health and wellness campaigns across TV, digital, and outdoor platforms.
- Crafted compelling messaging frameworks and presentation narratives to increase community awareness and participation.
- Developed cohesive visual systems and communication plans for executive presentations and outreach initiatives.
- Collaborated with media partners and stakeholders to ensure campaign alignment and maximum reach.

Brand & Campaign Strategist  
Atlanta Black Pride Inc. — Atlanta, GA  
March 2012 – February 2020

- Directed creative branding strategies for annual festivals and outreach campaigns.
- Developed messaging frameworks and visual systems that amplified community presence and increased campaign engagement by 30%.
- Coordinated media relations, influencer collaborations, and vendor communications to ensure cohesive brand experiences.

Communications & Marketing Designer  
Our Community Involved — Atlanta, GA  
January 2014 – October 2020

- Created branding systems and marketing collateral to support wellness programs and community engagement initiatives.
- Designed and implemented social media campaigns, newsletters, and presentation decks aligned with strategic messaging goals.
- Partnered with program leaders and media teams to execute culturally resonant campaigns.

Brand Strategist & Creative Lead  
OCD-STUDIOS DESIGN — Las Vegas, NV  
March 2011 – Present

- Developed brand identities, marketing strategies, and creative campaigns for lifestyle, hospitality, and wellness clients.
- Led end-to-end campaign execution including strategy, design direction, influencer partnerships, and cross-channel rollout.
- Produced executive presentations, media kits, and marketing decks for client pitches and public relations initiatives.
- Directed messaging strategies that elevated brand presence and drove measurable growth across multiple platforms.