

CONTACT

Phone

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Email

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CORE
COMPETENCIES

Creative Direction

Brand Strategy & Identity

Visual Storytelling

Art Direction

Campaign Development

Creative Operations

Team Leadership

DESIGN &
DIGITAL

Graphic Design

UX/UI Design

E-Commerce Strategy

Photography Direction

Print & Digital Production

TOOLS &
PLATFORMS

Adobe Creative Suite

Figma

Shopify

Webflow/WordPress

ChatGPT/Claude

HubSpot

Advanced Excel/MS Office

EDUCATION

B.S., General Business
Minor in Communication Studies

Louisiana State University
2013

GARY
SHUFORD

CREATIVE DIRECTOR | BRAND & DIGITAL STRATEGY

PROFESSIONAL SUMMARY

Creative Director & Brand Strategist with 12+ years of experience leading visual identity, multi-channel storytelling, and digital experience design. Combines high-level creative vision with hands-on execution across print, web, video, and environmental touchpoints. Proven track record of guiding cross-functional collaborators, building cohesive brand systems, and translating complex organizational missions into compelling campaigns that expand audience reach and deepen engagement.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR & BRAND STRATEGIST

MHMi DESIGN CO. | FREELANCE | 2013-PRESENT

Lead creative direction, brand development, and visual strategy for cross-industry clients, translating business goals into high-impact digital, print, and e-commerce experiences.

LEBLANC’S CAJUN FOOD CO | www.leblancs.shop

Architected and scaled the business from inception, managing LLC/legal setup, supply chain, packaging, and shipping accounts. Rebranded the company, designed all new packaging labels, and built the full storefront and Shopify backend—driving 55K+ sessions, 978 orders, and \$118.5K in revenue from Sep 2025 – Oct 2026.

INSURANCE ALEX | www.insurancealex.com

Designed and deployed a complete digital growth engine anchored by a custom web conversion platform—spanning business setup, traffic channels, and online funnels—generating millions in client premiums and quadrupling top agent earnings to \$10K+/month (Aug 2020 – Present).

MARKETING DIRECTOR

GEAUX CLEAN (8 LOCATIONS) | APR 2017-NOV 2020

Directed all brand, marketing, and multi-channel promotional strategies across 8 state-wide locations.

Restructured and executed end-to-end brand strategy spanning digital campaigns, POS graphics, traditional media (radio/billboards), apparel, and mobile app experiences (iOS/Android).

Supported sales growth by creating targeted customer promotional incentives, performance marketing initiatives, and cross-channel marketing collateral.

PROJECT MANAGER

TRPLT UNSECURED CREDITORS TRUST | MAY 2011-MAR 2017

Managed business operations, financial analysis, and interdisciplinary team communications.

Managed 350+ fund-year member payment accounts and oversaw cash-flow budgeting, vendor schedules, and financial statements.

Co-developed proprietary fund-year accounting software and streamlined financial workflows using advanced Excel and QuickBooks.