







Wray Ward Career Day Panelists

	<p>Ashley Virgil, Insights & Brand Strategy Senior Manager</p> <p>Ashley drives better performing work through careful analysis, brand strategy and audience insights. An inner curiosity and desire to learn motivate her work for clients including LEVOLOR, Floor & Decor and National Hardware. Before coming to Wray Ward, Ashley worked in account management and strategy at a CPG-centered agency, where she discovered a deep interest in consumer research and brand strategy. A Charlotte native, Ashley graduated from the University of North Carolina at Chapel Hill with a bachelor's in English and a minor in creative writing.</p>
	<p>Charla Muller, Senior Marketing Director</p> <p>With more than 30 years in the marketing communications industry, Before joining Wray Ward, Charla held roles with marketing agencies and consultancies based out of New York, Atlanta and Charlotte, including Fleishman-Hillard and Eric Mower + Associates. She was also vice president of marketing, brand strategy and communications for the YMCA of Greater Charlotte, where she led a 25-member, in-house marketing communications agency for eight years. Charla is a North Carolina native and earned a bachelor's in journalism from the University of North Carolina at Chapel Hill.</p>
	<p>Chris Hieb, Paid Social Manager</p> <p>Chris helps increase brand awareness, drive website traffic and generate leads for clients through carefully designed and executed paid social media campaigns. Before joining Wray Ward, he managed paid social media for brands such as FOX Entertainment and FOX Sports at MediaHub and grew the e-commerce presence for additional companies at Hawke Media. Chris is a native of Lake Forest, California. He earned his bachelor's in journalism and communications from the University of Oregon.</p>
	<p>Garrett Herzfeld, Studio Post-Production Manager</p> <p>Garrett covers a wide range of responsibilities including file-wrangling, post production timeline scheduling, video editing and motion content development. He comes to Wray Ward with experience in the film/video production industry and a hunger for storytelling. Garrett graduated with degrees in media studies and production and linguistics with a minor in cinema studies from the University of North Carolina at Chapel Hill.</p>
	<p>Greg Edwards, Creative Director</p> <p>Greg is an accomplished copywriter with rich and varied experience in integrated, digital and experiential advertising. A creator, builder and defender of big, rare, original ideas that grab and move people, Greg brings humor and heart to every project. At Wray Ward, he works with clients such as Brighthouse Financial, Bonefish Grill and LEVOLOR. Greg is originally from Pittsburgh, Pennsylvania, and he graduated with a degree in advertising from Southern Methodist University.</p>
	<p>Jocelyn Williams, Client Engagement Director</p> <p>Jocelyn Williams' first foray into marketing was interning at global experiential marketing agency GMR Marketing, where she turned her internship into a job. Jocelyn went on to work on programs including an HBO Game of Thrones pre-screening tour across college campuses and a Bridgestone brand showcase for the Tokyo 2020 Olympic and Paralympic Games. After serving as director of marketing for a life insurance company, Jocelyn joined Wray Ward as client engagement director, guiding brands including Clopay doors, Rockwool insulation and CNC Cabinets. She graduated from The University of North Carolina at Chapel Hill with a bachelor's in journalism and mass communication.</p>

Wray Ward Career Day Panelists, contd.



Kelly Gilbert, Designer

Kelly is a lifelong lover of art and design. Growing up, she took summer art classes and taught herself the basics of HTML and CSS coding to practice designing website layouts. Her fascination only grew over the years, and her talent along with it. As a designer at Wray Ward, Kelly ensures her work is both innovative and empathetic, always keeping the human perceiver in mind. Kelly is a native of Charlotte, North Carolina, and earned her bachelor's in fine arts with a concentration in graphic design from the University of North Carolina at Charlotte.



Kennedy Vaughan, Project Management Group Director

Kennedy uses her keen eye and attention to detail to optimize resources and achieve the most effective outcome for her clients. With more than 10 years of project management and planning experience, Kennedy has served clients including Eaton Lighting, Crescent Communities, HURST Jaws of Life and Floor & Decor. A native of Charlotte, Kennedy earned a bachelor's in fashion merchandising and business marketing from Meredith College.



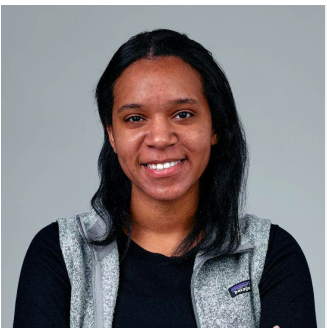
LoriAnn Boyer, Talent Acquisition and HR Group Director

LoriAnn brings more than 20 years of experience in talent acquisition and management to Wray Ward. Her career spans multiple industries and disciplines both domestically and globally: LoriAnn has built and implemented talent acquisition strategies in companies such as Accenture, Belk, Capgemini, Ernst & Young, McGladrey and Nature Made Vitamins. At Wray Ward, she leads agency recruitment, employee relations and general HR functions that are important to Wray Ward's talent development efforts. LoriAnn's passion for high-caliber results and building lasting relationships creates exceptional employee and candidate experiences.



Matt Thompson, Digital Designer

Matt is a dedicated graphic designer with a hunger for advancing his skills. After graduating with a degree in graphic design from East Carolina University, Matt built his portfolio and developed his talents designing presentations, digital ads, social graphics and more. As a digital designer at Wray Ward, Matt partners with content strategists and developers to make gorgeous, groundbreaking work that solves problems and generates leads for his clients. Matt hails from Long Island originally, but he and his dog, Ziggy, now call Charlotte home.



Tamiya Anderson, Content Marketing Manager

Tamiya is a talented wordsmith with a passion for telling stories. As content marketing editorial assistant manager, she manages writing and content programs and projects to support content marketing initiatives. A Concord, North Carolina, native, Tamiya has been published in Our State magazine, QC Exclusive, Charlotte Magazine and more. Tamiya earned her degree in English with a minor in communication from Pfeiffer University.