

EXPERIENCE

Ignite Partnership

Chief Creative Officer Jan 2014 – Present

Lead and develop a department of 16, including communications strategy, emerging media, industrial design, graphic design, pre-press production, and content creation. Develop and implement systems for innovation, including workflow and development processes. Curate stories of service and product to position and market the agency.

Pizza Hut, Inc.

Director of Integrated Communications April 2012 – Jan 2014

Integrate communications product on behalf of Pizza Hut's 6200-store system. Leverage \$170MM yearly in media and \$15MM in production to drive powerful sales momentum in a dynamic marketing calendar. Rally advertising, PR, digital, social, merchandising and field marketing teams and their respective agencies around big ideas that create retail urgency and impact within brand affinity.

Be Curious, Inc.

Founder & Chief Creative Officer April 2010 – Present

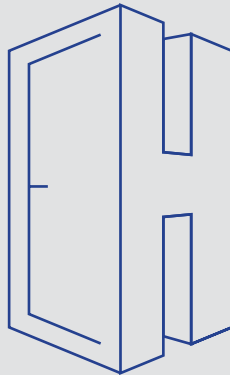
TracyLocke

Group Creative Director August 2005 – April 2012

TPN

Art Director July 2003 – August 2005

Eric T Harris



Creative Director X Storyteller X Persuasion Designer

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STRENGTHS

Lightning Rod Leader • Cultural Scientist • Teamwork Promoter
Customer Maniac • Idea Machine • Efficiency Creator

EDUCATION

University of Oklahoma BA Journalism, Advertising Sequence
Communications Minor

REFERENCES ON REQUEST