

TROY A. GRAY

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PROFESSIONAL GOALS

As a **military veteran** and **experienced leader**, I bring personal discipline and a proven track record of success in developing and executing strategic marketing campaigns, communications, and corporate training. My expertise lies in driving brand awareness, generating leads, increasing sales, training and being a **very confident communicator** at all levels.

I am seeking a challenging position where I can leverage my **experience, motivation, excellent communications skills**, and **strong passion for exceeding goals** to achieve ambitious business objectives. Let's work together to achieve greatness.



WORK EXPERIENCE

AT&T - Lead Marketing Manager 2017 - 2023

- Increased revenue while reducing annual marketing expenses by \$2,000,000.
- Built and led an in-house creative agency with a team of creative professionals (videographers, photographers, graphic designers, copywriters, UX/UI designers, etc.) and cut project production cost and time by 50%.
- Managed all AT&T Digital Life Social Media accounts, responded to customer 7,000+ posts annually from the AT&T Forums, Facebook, Twitter, Etc., maintained the AT&T Digital Life website, wrote articles, newsletters, and other content.

AT&T - Lead Project/Product Manager 2014-2017

- Coordinated with technical team leaders, directors, and company officers to successfully complete technical projects and product releases. Presented bi-weekly updates to the AT&T executive team.
- Project/product manager of quarterly software and firmware testing and updates for more than 400,000 Digital Life customers.
- Wrote technical operation and installation manuals for the new Digital Life system and devices.

AT&T - Training and Instructional Design Manager 2012-2014

- Created training content and conducted in-person 5-week long new hire and manager training in both Dallas and Atlanta for our Home Security & Automation system.
- Conducted training for AT&T Digital Life instructors, customer support agents, and monitoring center specialists responsible for responding to emergency alarms and dispatching police/medical/fire services.
- Managed lesson planning sessions and conducted performance reviews and coaching. I traveled extensively (60%) to complete the training of new employees to successfully launch AT&T's Digital Life home automation and security system.

Applied Global Technologies - Master Trainer & Content Writer 2010-2012

- Created technical training content and SOPs for U.S. Army Joint Incident Site Communications Capability (JISCC) system, which is built for emergency preparedness. I traveled worldwide to train Army units.

CPR Training Academy - Small Business Owner 2005-2010

- Operated a safety training company providing first aid and healthcare provider courses to medical professionals, law enforcement, and professionals.

- Hired and trained 300+ instructors and increased the company's training volume to more than 10,000 successfully trained clients annually.

ADDITIONAL WORK EXPERIENCE

- Corporate account executive
- National retail manager
- B2B and B2C sales executive
- Technology consultant
- Trade show events coordinator

MILITARY EXPERIENCE

White House Communications Agency (WHCA)

- Top-Secret Security (SBI) Clearance). Direct Presidential support.

Pentagon Army Operations Center (AOC)

- Managed telecom operations

Battalion Signal Officer (4 companies/~400 soldiers)

- Responsible for secure communications for the battalion. Planned operations with brigade level officers.

EDUCATION

- **MBA in Marketing**, American Intercontinental University
 - *Two (2) classes remaining. I will complete this degree when there is no work conflict.*
- **Bachelor of Business Administration**, Shorter University

SOFTWARE & SKILLS

- **CERTIFICATIONS**
 - Google Marketing Platform
 - Google Analytics
- **SOFTWARE PROFICIENCY**
 - Microsoft Office & Teams
 - Adobe Creative Suite
 - Web & App prototyping (Adobe XD & Figma)
 - Website maintenance and updates
 - HTML email campaigns
 - Various other Database and Technical Software

 Microsoft 365

