

Wray Ward Career Day Panelists & Presenters



Annie Crockett, Creative & Brand Strategy Coordinator

Prior to her professional experience as an intern with Wray Ward, Annie immersed herself in the marketing and public relations world through various internships and extracurricular activities. She had the opportunity to intern with Texas Roadhouse LLC in their rotational internship program, where she worked in the marketing, procurement, and training departments. While at Auburn, Annie was able to serve the student-run PR agency in a leadership role where she led the agency in client acquisition, member attendance and helped manage the overall functions of the agency.



Lily Start, Social Media Associate Manager, Organic

Lily creates content and builds online communities for a variety of clients. Whether writing social copy, monitoring community engagement or generating social reports, she brings her passionate attitude to all she does. Lily earned her bachelor's in public relations with a minor in Spanish from Appalachian State University.



Jared Smith, Media Planner

Jared has experience working in media across a variety of different pieces of business, with experience in higher education, non-profit, travel and tourism, retail, CPG, and banking verticals. Jared also brings planning experience across both digital and traditional media channels along with buying experience on multiple paid social platforms. He has planned and bought for full-funnel, conversion only, and brand awareness campaigns, while also bringing experience in running niche geo expansion and audience expansion campaigns.



Casey Peebles, Digital Platforms Associate Director

Casey joined Wray Ward in 2018 as a project manager after establishing the marketing department at a boutique branding studio. In her current role, she has worked on an array of projects for clients including Huber Engineered Woods, Sealed Air and Sherwin-Williams. Casey calls Albany, New York home and earned a bachelor's and master's degree from the State University of New York at New Paltz.



Chris Williams, Executive Producer

Chris Williams is a storyteller, builder, and lifelong film fan who turned childhood re-enactments of *his favorite films* into a career creating work for some of the world's biggest brands. As the founder of Mad Box, he's produced/directed/edited commercials, films and branded content for Google, Walmart, UPS, and ESPN, while also leading creative teams inside agencies at scale. Chris brings humor, grit, and vision to everything he does.

Wray Ward Career Day Panelists & Presenters



Mazzi Ugale, Project Management Coordinator

Mazzi has experience in project management, client engagement, copywriting, and brand strategy. Most recently, she was a Client Engagement & Project Management Associate at another marketing agency where she served as an account lead and ensured the efficient execution of project objectives.



Sarah Gregg, Account Management Associate Director

Sarah leads teams in the successful delivery of inspired marketing solutions. Sarah has led projects for LEVOLOR, Sherwin-Williams, Rack Room Shoes, and Huber Engineered Woods. She earned her bachelor's in art management with a minor in business from Appalachian State University and spent the early part of her career supporting non-profit organizations in the arts and culture, economic development, and humanitarian disciplines. Currently, Sarah is a co-chair of Wray Ward's D&I coalition, Open House, and leads initiatives that strengthen the agency's diversity, inclusion, and sense of belonging.



Laura Harlick, Project Management Group Director

As a copywriter at Wray Ward, Laura creates showstopping text that's then paired with eye-catching visuals to achieve undeniable brand character. Her killer writing skills may be attributed to her past life as an elementary and middle school teacher, although she spent over seven years during that time penning articles for AAA, Mall of America, Norwegian Air and more. Now fully enveloped in the creative world, Laura likes to remind herself that whether she's delivering creative solutions to a new client or teaching sixth graders the fundamentals of writing an effective narrative, she should always approach work with resilience.



Katie Gates, Senior Designer

After relocating to Charlotte from the Midwest and building her career in the editorial world, Katie joined Wray Ward as a designer. She crafts work for clients such as Palmetto Bluff, Sunbrella, Moen and TOTO. Katie is originally from Bettendorf, Iowa, and earned a bachelor's in graphic design, journalism and mass communication from the University of Iowa.

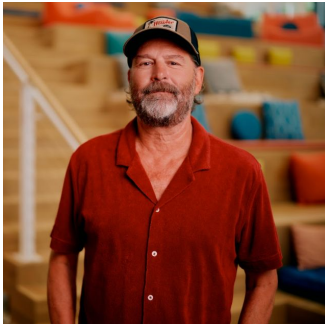
Wray Ward Career Day Panelists & Presenters



John Roberts, CEO & Chief Creative Officer

John joined Wray Ward as creative director in 2003, and during his tenure has guided creative services that include growing our services to include UX, animation, digital, photography and video, and managing our in-house studio. Before joining Wray Ward, he applied his talents at nationally recognized agencies such as Young & Rubicam in New York and TBWA\Chiat\Day in St. Louis, leading national and international campaigns.

As CEO and chief creative officer of Wray Ward, he guides the agency in its creative vision and oversees the immensely talented creative team, known for crafting work recognized for its creativity and the results it generates.



Greg Edwards, Creative Director

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.



LoriAnn Boyer, SHRM-CP, HR Executive Director

LoriAnn leads all HR functions including recruitment, employee relations, compensation and performance development, supporting the agency's growth and people-first culture. Her background spans multiple industries and global organizations such as Accenture, Belk, Capgemini, Ernst & Young, McGladrey and Nature Made Vitamins. She has a heart for taking care of our employees, and her commitment to excellence, high-caliber results and building authentic relationships drives exceptional experiences for both employees and candidates alike.