

Christy Souther

Organic, obsessive, organized creative.

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Hello! So YES... I have been in the Advertising and Marketing world for over 25 years but let me tell you...I have been involved in MANY areas which has molded me to be a well-rounded, seasoned professional in many areas including working with several nonprofit organizations, boards, staff and the Media.

My approach is to **LISTEN, RESPECT, and ACT** in an organic, flexible, creative manner.

I am a local who knows the area and people. I serve on The Upstairs Artspace Board and have volunteered my services to Steps for Hope and Operation Hope to name a few.

Do I know cycling and bikes....why yes I do. Let's chat more.

EDUCATION:

Bachelor of Fine Arts in Graphic Design and Marketing (1996)
Savannah College of Art and Design

EXPERIENCE:

South Creative, Inc. (1999 - present)
Founder / President

Freelance business for Marketing + Creative services.

Schafer Advertising & Marketing (1999 - 2012)
Senior Art Director

Manage and design ideation for presentations to clients and management. Projects include all required corporate communications, including sales materials, estimates, scheduling, supervision, photography, management, social media web and creating marketing plans to make my clients shine...whew! That's a lot.

The Art Grind (2010 - 2013)
Founder / President

Created The Art Grind to help emerging artists jump start their career by promoting them through shows, website exposure and mailings. Coordinated all shows and helped artists with their resumes along with career advice.

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The Flat Rock Playhouse (2015 - present)
Designer / Marketing Director

All marketing and design for shows, Flat Rock Playhouse promotions, company support and development. Create and manage marketing plan, budgets and team. Reporting to the Board regarding Marketing and Development. Partner with the Development Team to coordinate fundraising and donor cultivation.

References available upon request