



Daryl Shaw · 3rd
Chief Creative Strategist
Greensboro/Winston-Salem, North Carolina Area ·
500+ connections · [Contact info](#)

 **Freeman Capital**
 **Wake Forest University**

Experience



Chief Marketing Officer
Freeman Capital
Nov 2019 – Present · 4 mos
Charlotte, North Carolina Area



Chief Creative Strategist
Royalty Marketing
Feb 2008 – Present · 12 yrs 1 mo
Clemmons, NC

SUMMARY
Royalty Marketing, founded in 2008, is a NC based Digital Marketing Agency specializing in modern and luxury design. We are made up of highly creative and technical professionals who challenge the status quo; producing high quality, one-of-a-kind brand identities, ma ...[see more](#)



Category Manager [Captain]
VF Corporation
May 2010 – Feb 2011 · 10 mos
Greensboro/Winston-Salem, North Carolina Area

SUMMARY
The primary responsibilities were to coordinate the category management process for a National Account, such as Target. Develop strategic alliances focused on developing ...[see more](#)



Category Manager
Henkel
Oct 2008 – May 2010 · 1 yr 8 mos
Charlotte, North Carolina Area

SUMMARY
Managed Category Management functions in support of (28) grocers in Henkel's North America's East Coast Grocery Territory. Responsible for leading a small team that provided decision support functions for National Account Managers in Sales, Sales Planning, ...[see more](#)



Retail Planning
Hanesbrands, Inc
Dec 2004 – Mar 2008 · 3 yrs 4 mos
Greensboro/Winston-Salem, North Carolina Area

[Show 1 more experience](#) ▾

Education



Wake Forest University
 Bachelor of Science (BS), History/Economics
 1999 – 2004
 Activities and Societies: Alpha Phi Alpha, WFU Football

Licenses & Certifications



AdWords Fundamentals
 Google
 Issued Nov 2015 · No Expiration Date
 See credential



Business Insights 2 [Formerly Fact Based Solutions Selling 2]
 Delta Associates, Inc
 Issued Oct 2010 · No Expiration Date
 See credential



Business Analytics
 Delta Associates, Inc
 Issued Mar 2010 · No Expiration Date
 See credential

Show more

Volunteer Experience



Mentor and Guest Faculty
 Creative Startups
 Aug 2017 – Present · 2 yrs 7 mos
 Economic Empowerment
 Support, collaborate, interact and mentor companies and cohort selected to participate in the Center for Creative Economy Accelerator Program.



Digital Marketing Mentory
 Venture Cafe Winston-Salem
 May 2017 – Present · 2 yrs 10 mos
 Economic Empowerment
 Give back to the community by providing knowledge with emerging founders and business leaders.



Executive Board Member [Tech Council]
 Winston-Salem Chamber of Commerce
 Jan 2016 – Mar 2017 · 1 yr 3 mos
 Economic Empowerment

Show 3 more experiences

Skills & Endorsements

Marketing Strategy · 40

Endorsed by 2 of Daryl's colleagues at Hanesbrands Inc.

Graphic Design · 61

Endorsed by 3 of Daryl's colleagues at Hanesbrands Inc.

Social Media Marketing · 30

Endorsed by **David J. Clayton**, who is highly skilled at this



Endorsed by 2 of Daryl's colleagues at **Hanesbrands Inc.**

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