



**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.

2/28/2020

(11) Daryl Shaw | LinkedIn

**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.**

[Show more](#) ▾

