



creative mind  
CONSULTING GROUP

**Todd Sayles**

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## Todd Sayles' Bio

Chief Creative Officer  
2003-2009

Todd Sayles is the Chief Creative Officer of Creative Mind Consulting Group. Creative Mind Consulting Group is a Design Agency specializing in creatively guiding organizations to effective marketing and increased opportunities! Creative Mind Consulting Group (CMCG) teams up with clients to focus on marketing challenges and design goals. They come alongside companies to showcase their unique dimension of products, services, and brands in a compelling way. Their clients come from such diverse industries as commercial real estate, business services, technology, fashion, internet sales and music.

Over the years Todd has worked with a wide range of businesses from corporations to professional associations and charitable enterprises. He has drawn on 12 years of marketing experience to help small and medium sized organizations improve their marketing campaigns and materials, including:

- Email ad campaigns
- Referral campaigns
- Event campaigns
- New product campaigns
- New brand materials
- Website creation and redesigns
- Postcard campaigns
- Video intros and more

As Marketing Manager for CB Richard Ellis, commercial real estate's top corporation, he managed and coordinated marketing campaigns for their four New Jersey real estate offices, which included creating flyers, email ads, printed ads, proposals, maps, brochures, tombstones, presentations, announcement cards, websites, boards, signage, setting up open houses and more. While there, he interfaced with offsite t-shirt, graphic design, and printing vendors. Todd supervised teams that created and managed a massive 200 internet pages. He also managed the creation and mailing of the New Jersey area offices' quarterly real estate reports.

Some of his awards and accomplishments include:

- Several Awards for Marketing and Digital Design from CBRE.
- Past President of BNI River Edge chapter.
- Marketing Co-Chair of North Essex Chamber of Commerce.

Todd has degrees in Digital Design and Psychology, from Parsons School of Design and Stony Brook University in NY respectively. He belongs to several organizations including the NJ Advertising Club, the North Essex Chamber of Commerce, PhotoShop Professionals, Art Directors Club, and the International Webmasters Association.

Todd has been with the North Essex Chamber and the Marketing Committee for 2 years. He was responsible for the redesign of the website (soon to be published), flyer template and the new logo. Todd, his wife, Cheryl and their son, Adam, who will soon be three years old, make their home in Montclair, NJ, where Todd has been a resident for almost 9 years. His office is located at 142 High Street, Montclair, NJ 07042. He can be reached at 973.655.9396 or via email at [tsayles@creativemindcg.com](mailto:tsayles@creativemindcg.com).