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*Photo: Tamara with Sammy, the Screech Owl  
Blue Ridge Wildlife Institute, Banner Elk, NC*

**Tamara Seymour**, Greenway Creative's founder and principal, has more than 20 years of experience in graphic arts, content development, writing, and education & public outreach (EPO). Since 2002, she has served as a creative and communications consultant for start-ups, non-profits, and organizations of every size, including multinational advertising and PR agencies. Projects range from logo development, to web site design and copy, to grant-writing, to full-scale marketing plans. She also has written numerous articles for trade and consumer publications.

Prior to becoming a communications consultant, Tamara served as creative director for an in-house creative department at a Fortune 500 company. She has held positions as a graphic designer, copywriter, and communications manager.

In recent years Tamara has focused on providing creative services and outreach support to a variety of organizations, helping them achieve their marketing, education and public outreach goals. Recent clients include accredited schools, universities, environmental education organizations, art and music educators, health and wellness organizations, and technology companies, among others.

When not working on client projects for Greenway Creative, Tamara devotes much of her time to environmental education and naturalist pursuits. She is a North Carolina Certified Environmental Educator, and is completing the Blue Ridge Naturalist Certification program through the N.C. Arboretum. She also works on a variety of writing and art projects in her spare time.