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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 25 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, editor, 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, environmental organizations, art/music educators, health and wellness organizations, technology companies, print publications, and a variety of small businesses.

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 a certified Blue Ridge Naturalist. She publishes a small-format nature magazine for children, *Carolina Explorers*, and is an active artist.