

# LORA NIGRO

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Creative Director • Writer • Documentary Filmmaker • Recording Artist  
Tampa, FL | 11thStoryCreative@gmail.com | 11thStory.com

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## PROFESSIONAL SUMMARY

Multidisciplinary creative director and songwriter with a journalism foundation and 25 plus years of experience in brand development, web design, music production, and documentary filmmaking. Founder of 11th Story, a creative studio and production company encompassing music, film, publishing, and boutique branding services including brand strategy, website development, print assets and merchandise design. Adept at blending narrative clarity, visual intelligence, and strategic thinking across page, screen, and sound.

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## CORE SKILLS

Brand Creation & Identity • Web Design & Development • Copywriting & Journalism  
Documentary Filmmaking • Creative Direction • Music Composition & Recording  
Advertising & Narrative Strategy • Adobe Creative Cloud • Project Management

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## PROFESSIONAL EXPERIENCE

### 11th Story, LLC — Founder & Creative Director

*2009–Present*

- Creative direction for brand development, website design, visual identity, and narrative strategy
- Producer, director, and production manager on independent documentary films
- Songwriter and recording artist with WAMI honors for Best Artist 2000, 2001; music featured across top-tier streaming platforms, film, media projects
- Collaborated on two albums with composer and philanthropist Peter Buffett
- Current projects include the feature documentary *The Fighting Priest* on civil-rights leader Father James Groppi

### Documentary & Film Production

*2014–Present*

- Producer / Director / Editor — *The Deeper You Go* (consciousness documentary)
- Interviews with luminaries including Deepak Chopra, David Chalmers, Daniel Dennett, John Searle, Rupert Sheldrake, Dean Radin, Richard Carrier, and Robert Price
- Develops story structure, visual design, sound, and final edits



## Journalism — Contributing Writer

*Shepherd Express | 2003–2021*

- Contributing writer for twenty years to Milwaukee's largest independently owned weekly
- Covered national and local artists, cultural movements, social issues, and public thinkers
- Published interviews and features with figures including Bill Maher, Sam Harris, Robert Price, and Bart Ehrman

## Advertising & Brand Strategy (Agency & Independent)

*20+ years*

- **Copywriter:** campaign development and brand messaging across retail, healthcare, nonprofit, and corporate sectors
- **Production Manager:** took projects from concept through production (print, digital, video) encompassing on-site art direction, also, account services: creative rationales, and scheduling timelines, budgets, resources & vendors ensuring quality on schedule delivery, and acting as a key link between creative, account, and external partners.
- **Graphic Designer:** generated assets across web, print, video, and experiential marketing

Managed projects from concept through completion (print, digital, video) including creative rationales, timelines, budgets, vendors (photographers, editors) and creative, ensuring quality delivery on schedule, and acting as a key link between creative, account, and external partners.

## Recording Artist & Composer

*1997–Present*

- Songwriter, vocalist & visuals coordinator for 11th Story, formerly Sometimes Y.
- Garnered Wisconsin Area Music Industry (WAMI) awards for Best Artist, 2000 & 2001.
- Collaborated on two albums with Emmy winning composer, Peter Buffet, and independently produced releases

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## EDUCATION

B.A. Journalism, Marquette University — Milwaukee, WI

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## CREATIVE FOCUS

Brand storytelling • Documentary film • Music & lyricism • Cultural inquiry • Narrative design



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