

LORA NIGRO

Creative Director • Writer • AI Production Designer
Tampa, FL | 11thStoryCreative@gmail.com | 11thStory.com

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 modern music branding studio 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.

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

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: The Interviews* (consciousness documentary)
- Interviews with luminaries of the space, including, Deepak Chopra, David Chalmers, Daniel Dennett, John Searle, Rupert Sheldrake, Dean Radin, Richard Carrier, and Robert Price



I11THSTORY.COM
I11THSTORYCREATIVE@GMAIL.COM

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

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

EDUCATION

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

CREATIVE FOCUS

Brand storytelling • AI production design • Documentary film • Music & lyricism • Cultural inquiry

