
OUR EXPERIENCE

GREG HEDGEPEETH

President & CEO, Substantial Media LLC and
The Substantial Brand Studio

Greg is an award winning marketing, communication and technology professional, higher education leader, mass communication & digital technology professor and social entrepreneur. Greg has over 15 years of marketing, communication and technology experience and has served in a number of leadership roles in the public, private and policy space.

EDUCATION & EXPERTISE

- BS, Economics | Minor in Business Administration | East Carolina University
- MA, Management and Leadership | Minor in Marketing | Webster University
- Professional Communication and Managerial Skills Certificate | NC State University
- Professional Digital Marketing and Professional Certified Marketer Certifications | Digital Marketing Institute
- Adobe Certification, Branded Content Certification, Web Developer Certificate

GREG'S CURRENT WORK

Director of Marketing and Communications, The Graduate School, NC State University
(2022-Present)

Strategic Marketing and Communications Consultant, Green Rural Redevelopment
Organization (2022-Present)

Adjunct Professor, Shaw University, Mass Communications and Digital Technology
(2019-Present)

President and Chief Executive Officer, Substantial Media LLC (2012-Present)

Professional Associations

- Board of Directors and External Relations Chair - East Carolina University Alumni Association
 - Advisory Board Member - Elon University NC Local News Workshop
 - Member - The National Association of Black Journalist
 - Member - UNC-Knight Foundation Table Stakes Newsroom Initiative
 - Member - American Marketing Association
 - Member - The University & College Designers Association (UCDA)
 - Fellow - The North Carolina Institute of Political Leadership
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WE ARE SUBSTANTIAL AND SO IS YOUR BUSINESS

WHO WE ARE

Substantial is a national award-winning online subscription-based platform and multimedia company dedicated to purposefully and consistently sharing Black news, information and community/professional events. Birthed out of the Eastern NC area, we develop multi-channel content, plan events, help market and brand organizations focused on amplifying positivity within Black and other underrepresented communities.

WHAT WE DO

As a highly experienced multimedia company, Substantial offers a comprehensive suite of services to develop, manage and enhance your organizations brand. Our goal is to take your ideas and create something truly substantial.

HOW WE DO IT

Through our networks and partnerships with local media organizations and creative firms, we do it all from beginning to end. To include but not limited to:



Traditional Marketing

Print Advertising
Direct Mail
Collateral
Recipe Books, Magazines,
Speciality Publications
Radio
Photography



Engagement Marketing

Media Planning/Buying
Public Relations
Tradeshow Displays
Promotions
Presentations
In-person, hybrid or virtual events



Digital Marketing

Online Marketing
Social Media
Website Design
Website Management
Video
SEO



Brand Development

Go-to-market Strategy
Marketing/Communications Strategy
Market Research/Positioning
Logo Design
Style Guide and Brand Training
Content Development
Content Auditing