

ADAM WRIGHT

Highly creative, results-driven senior-level media and marketing professional with a proven track record of success helping companies increase market share by producing dynamic advertising content, creating compelling brands, and crafting successful marketing strategies.

SKILLS

- Brand Development
- Budget Planning
- Market & SWAT Analysis
- Media Buying & Placement
- Performance Monitoring
- Ratings Analysis
- Media Relations
- Team Leader
- Event Production
- Adobe Creative Suite
- Digital Audio Production
- Commercial Copywriting
- Commercial Producing
- Commercial Directing
- Promotion Creation
- Voice Over Artist
- Professional level Photography

EDUCATION

UNIVERSITY OF MASSACHUSETTS

Bachelor of Arts
Communications

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EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

Pellegrini, Seeley, Ryan & Blakesley | 2017-Present

- Conceptualize and manage all marketing, branding, and advertising strategies.
- Responsible for all marketing budget development.
- Conceive, create and produce all television, radio, digital, and print advertising assets and deliverables.
- Execute media placement for all advertising platforms.
- Create press worthy promotions that garner market-wide attention and community involvement.
- Manage all social media accounts and create social media content for daily postings.
- Design and produce all customer-facing video and internal, print, and digital collateral materials.
- Evaluate ratings and conduct ROI analysis.
- Oversee PPC campaigns & SEO for digital assets.
- Manage all charitable giving.
- Serve as firm spokesman and primary media contact.

DIRECTOR, MARKETING & BRAND STRATEGY

Advertus Media, Inc. | 2003-2017

- Crafted and executed all strategic marketing plans and advertising strategies for corporate clients and political campaigns.
- Directed all facets of client media buying, negotiation, and placement of advertising.
- Conceptualized, designed, and produced television, radio, digital, outdoor, and print campaigns for clients companies.
- Created and disseminated press releases and advisories for client companies.
- Served as client's media relations representative, conducting interviews on television, radio, and digital platforms.

DIRECTOR OF MARKETING / ACCOUNT EXECUTIVE

Clear Channel Broadcasting | 2000-2001, 2002-2003

- Responsible for the design and implementation of all promotional and marketing activities for four-station radio cluster.
- Created all external marketing communications and coordinated all promotional events while managing a 15-person promotional staff.
- Developed all Non-Traditional Revenue streams and created all promotional sales programs.
- Implemented all Non-Traditional Revenue programs and coordinated execution between Sales and Programming departments.
- Constructed and managed effective radio advertising and promotional campaigns for retail and agency clients.

MARKETING MANAGER

Six Flags New England | 2001-2002

- Provided daily management of all media and retail promotions.
- Negotiated, managed, and implemented national and local partnership marketing campaigns.
- Oversaw elements of advertising agency projects including ad buys and creative content for broadcast and print.
- Created and executed all special events, festivals, and concerts of more than 5,000 attending.

DIRECTOR OF PROGRAMING / OPERATIONS MANAGER / ON AIR TALENT

Multi-Market Radio, Inc. WHMP - FM | 1992-2000

- Managed and originated the creative direction of a multi-million dollar radio broadcast outlet in a top 100 market.
- Constructed and implemented all marketing and promotional plans.
- Created and administered yearly budgets.
- Hired, trained, and managed all on-air staff and promotional personnel.
- Designed, scheduled, and supervised all musical and non-musical programming elements and facilitated full compliance with FCC regulations.
- Interfaced with Sales department to create compelling and highly marketable promotional opportunities.
- Coordinated the management and ensured the integrity of the station's physical plant.
- Delivered personality driven afternoon-drive on air show. Consistently highest rated show station-wide.
- Created and delivered personality-driven morning show. Highest ratings station-wide.

AWARDS AND AFFILIATIONS

- ADDY Award - Gold - Website Design
- ADDY Award -Gold - Billboard design - Westfield State University
- ADDY Award- Silver - TV Commercial - Westfield State University
- Creative Merit Award - Gold - TV Commercial - Yale Genton
- Ad Club of W. Mass Creative Award-Bronze - TV Commercial - PSRB
- Governor, New England & Bermuda District of Kiwanis International
- Board of Directors Kiwanis Foundation of New England
- Lifetime Achievement Award, Kiwanis Club of Westfield, MA
- Walter Zeller Charter Fellow, Kiwanis International
- Jeremiah Milbank Society Member, Boys & Girls Clubs of America
- MA State Judge, Youth of the Year Program, Boys & Girls Club of America
- Kiwanian of the Year, Westfield, MA
- Past Global Growth Chairman, New England & Bermuda District - Kiwanis International
- Past Marketing & PR Chair, New England & Bermuda District, Kiwanis International
- Past Lieutenant Governor, New England & Bermuda District, Kiwanis International
- Past Vice-Chairman of the Board, Pioneer Valley Chapter American Red Cross
- Past Board of Trustees, Westfield MA Athenaeum
- Past Board of Directors, Boys & Girls Club of Greater Westfield, MA
- Founding Member & Past Vice Chairman, Kiwanis Foundation of Westfield, MA
- Past President, Kiwanis Club of Westfield, MA