

GREGORY WRIGHT

Los Angeles, CA | [linkedin.com/in/gjw1801/](https://www.linkedin.com/in/gjw1801/)

DIRECTOR, EXECUTIVE COMMUNICATIONS

Enterprising, versatile executive with a progressive career in communications, marketing, and business development. Documented success in both executive and internal communications with strengths in strategic planning, issues management, and thought leadership. Passionate storyteller with the ability to engage audiences while balancing creativity and performance. A big-picture thinker with cross-functional collaboration skills and an adaptable, flexible approach. Known for excellent organization skills, efficiency, and attention to detail. Industry agnostic and tech-savvy.

CORE COMPETENCIES

Leadership and Management	Excellent Writing/Editing Skills	Event/Project Management
Executive/Corporate Communications	Content Strategy/Management	Issues/Crisis Management
Digital Marketing	Media/Public Relations	Thought Leadership
Advertising and Promotions	Press Releases	Reputation Management
Media Training	Speechwriting	Strategic Communications
Public Speaking	Presentation Preparation	Change Management

Technical Profile: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), HTML, search engine optimization (SEO), Ad and Content Platforms: Google, Amazon, Facebook, Twitter, Instagram, TikTok, YouTube

CAREER PROGRESSION

Vice President, Content Marketing

11/2014—Present

Association of National Advertisers

Working remotely, lead thought leadership content creation, whitepaper development, and event management for this advertising trade association. Hired as Director and promoted to Senior Director in 2018; Vice President in 2020.

- Direct and lead content strategy for key marketing practice areas: in-house agency operations; marketing procurement; agency relations; brand management; and production management; including the development of thought leadership, events, and community resources.
- Program and manage marketing for national, regional, local, and virtual conferences and meetings.
- Lead a team/department with responsibility for staff's professional development, budget, strategic planning, and overall growth and marketing.
- Spearhead projects with colleagues to change the advertising industry for the better, including supplier diversity; brand purpose and sustainability; diversity, equity, and inclusion; and marketing technology.

Key Contributions and Achievements:

- Launched a new practice area: In-House Agency; complete with a national conference which sold out three months in advance with nearly 500 attendees and over \$250K in revenue; the conference scored 3.61 out of 4.0 in attendee surveys with 93% stating that it met or exceeded expectations. This is an annual event that now attracts more than 600 attendees.
- Partnered with sister trade association to survey, produce, present, and promote "The Business Case for Relationship Management" whitepaper, which garnered significant earned media and reshaped the discussion on agency/client relations.
- Wrote and produced the "Continued Rise of the In-House Agency" whitepaper and survey, a thought leadership initiative that gathers valuable information on in-house agency operations across the industry.
- Won the Innovative Growth Challenge (internal) for a proposal to create a marketing community targeting startups.

Communications Manager

07/2008—11/2014

American Institute of CPAs

Hired as a Communications Specialist supporting the CEO with writing speeches, presentations, and annual report. Promoted to Communications Manager in 2011 in charge of identifying strategic marketing opportunities and managing member communications.

- Directed member communications and marketing initiatives, including e-newsletters, corporate blog, social media channels, and website management.
- Provided strategic direction, editing for seven e-newsletters, corporate blog, and social media; developed and implemented content strategy to increase readership and create paths to purchase.
- Partnered with diverse stakeholders to identify messaging gaps and create new content.
- Managed vendor contracts of \$1M+ and maintained strong professional relationships.
- Developed speeches and presentations for the CEO and Board Chairperson.
- Drove employee engagement and a positive culture through planning and executing volunteer drives, fundraisers, and community leadership opportunities.

Key Contributions and Achievements:

- Won the American Business Award for the annual report based on implementing project management tactics that improved copy editing and design processes.
- Spearheaded, launched, and managed the organization's first corporate blog, using content optimization and SEO to reach target audiences, reaching more than 100k readers monthly.
- Developed and implemented key performance indicators (KPIs) for email communications, including unique clicks, conversions, purchases, and time spent on each page.

ADDITIONAL EXPERIENCE

Sales Support Specialist: The Bartech Group

Wrote press releases, web content, sales and marketing materials, and technical software manuals for a human resource management and cloud computing service provider.

Marketing Director: Capital City Associates

Managed a monthly print newsletter, increased subscriptions through reader surveys. Coordinated website development for associations and public relations programs for political campaigns.

FORMAL EDUCATION AND CERTIFICATIONS

Certificate in Entertainment Studies: Producing

University of California, Los Angeles (UCLA)

Master of Business Administration (MBA): Marketing

University of Phoenix

Bachelor of Arts: Political Science and Geography

Eastern Michigan University

VOLUNTEER AND COMMUNITY POSITIONS

Board Member, North Hollywood West Neighborhood Council

2019—Present

Alumni Advisor, Lambda Chi Alpha Fraternity at UCLA

2017—Present