

# GREGORY WRIGHT

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## COMMUNICATIONS EXECUTIVE

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**

*Head operations, industry relations, and thought leadership for this professional advertising trade association, which includes content marketing, event management, and research/whitepaper development. Areas of focus include marketing organization, agency management, talent/leadership development, DEI, and brand innovation. Hired as Director in 2014; promoted to Senior Director in 2018; Vice President in 2020.*

- Spearhead thought leadership to change the advertising industry for the better, including supplier diversity; brand purpose and sustainability; and diversity, equity, inclusion, and belonging.
- Program and manage marketing for national, regional, local, and virtual conferences and meetings, in addition to awards and webinar programs.
- Build relationships with trade associations, advertisers, press, and agencies.
- Lead a team with responsibility for staff's professional development, budget, strategic planning, and overall growth.

#### **Key Contributions and Achievements:**

- Formalized internal diversity, equity, inclusion, and belonging (DEIB) group to develop and implement DEIB statements (external and internal-facing), as well as internal learning initiatives and programs.
- Orchestrated the launch of two new practice areas:
  - LGBTQ+: produced first company survey on LGBTQ+ marketing inclusion and subsequent report, which was picked up by major trade media, including *AdAge* and *Adweek*. Programmed and produced LGBTQ+ marketing events, including establishing a committee focused on LGBTQ+ marketing and industry support.
  - In-House Agency: introduced first in-house agency specific events, award program, and thought leadership. First conference sold out three months in advance with more than \$250K in revenue with 93% of attendees stating that it met or exceeded expectations. Events and award program continue to exceed goals annually.

- Collaborated with sister trade association to produce the “The Business Case for Relationship Management” whitepaper, which garnered significant earned media and reshaped the discussion on agency/client relations. This project led to additional joint projects and the establishment of a client-agency relationship forum.

**Communications Manager**  
**American Institute of CPAs**

**07/2008—11/2014**

*Led executive and member communications supporting the CEO with creation of speeches, presentations, and annual reports. Hired as communications specialist in 2008; promoted to communications manager in 2011.*

- Expanded member communications and marketing initiatives to include e-newsletters, corporate blog, social media channels, and website management.
- Formulated strategic direction 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 annual report based on implementing project management tactics that improved copyediting 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**

*Oversaw development of press releases, web content, sales/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; generated subscriptions through reader surveys. Spearheaded website and marketing development for clients, including associations, political campaigns, and public relations firms.*

**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**

**President**, North Hollywood West Neighborhood Council

2019—Present

**Alumni Advisor**, Lambda Chi Alpha Fraternity at UCLA

2017—Present