

BRIAN J. WILDER

PH: 843-906-6194 Email: bri4579@gmail.com | Orlando, FL

SUMMARY:

Seasoned writer, editor, and strategist. Nearly 15 years of experience spanning editorial, marketing, advertising, and public relations. Industries of note: retail/CPG, hospitality and tourism, public health, and nonprofits.

WORK EXPERIENCE:

LEAP Agency - Louisville, KY (06/2023-2/2024)

2500 Technology Dr., Louisville, KY 40299

Associate Creative Director, (06/2023-2/2024)

Provided strategic direction and advice, writing, editing, and content research for print and electronic media for advertising, promotion, and other communications.

- Served as aspiring subject matter expert on internal and external copywriting services/initiatives, across all agencies.
- Assisted with new business processes, including concepting, deck building, and pitching on behalf of the agency and group.
- Directed copywriters, designers, strategists, and planners to execute full-scale creative campaigns.
- **Clients:** The American Kennel Club, Heaven Hill Distillery, and Bardstown Bourbon.

Publix Super Markets – Lakeland, FL (06/2020-06/2023)

3300 Publix Corporate Pkwy, Lakeland, FL 33811

Senior Copywriter, (06/2020-06/2023)

Researched and wrote marketing and advertising copy, assisting the ongoing sales efforts of a Fortune 100 retailer.

- Spearheaded the upkeep of copy standards and best practices for several of Publix's digital properties.
- Partnered with SMEs from analytics, content strategy, branding, and leadership to launch fully integrated campaigns--from concept to completion--for the Club Publix loyalty program, B2B initiatives, and our partnership with Instacart.

Purple, Rock, Scissors – Orlando, FL (03/2019-06/2020)

816 W Church St, Orlando, FL 32805

Digital Marketing Strategist, (03/2019-06/2020)

Served as a lead for go-to-market strategy and planning for new and existing brands with an emphasis on data mining and insights.

- Lead a 2019 holiday email marketing and creative strategy for a national restaurant chain, increasing average open rates by nearly 10% month over month.
- Established and maintained an 92% acceptance rate for directly assisted new business proposals.
- **Clients:** Hilton Grand Vacations, Cunard, Carnival Corp., Siemens, and Bonefish Grill.

evok advertising – Orlando, FL (06/2016-01/2019)

152 N 4th St #1410, Lake Mary, FL 32746

Social Media Manager, (12/2017-01/2019)

Successfully led, managed, and mentored the agency social media team that's since gone on to contribute their industry talents to organizations like ICR, Ogilvy, Pearson, Disney and more.

- Curated comprehensive social media strategies for both new business pitches and existing clients, defining programs that use social media marketing techniques to increase visibility, membership, and traffic across all client brands.
- Established and maintained an 87% new business proposal acceptance rate during tenure.
- **Clients:** Pita Pit, Sockwell Socks, Torch Eyewear and Florida Department of Health.

Lead Copywriter, (06/2016-12/2017)

Oversaw copy for creative products, from inception through completion, for state, regional and national campaigns.

- Collaborated with an award-winning creative director to develop and maintain text style templates for the agency, and a client portfolio topping \$28 million, to ensure consistent brand identity across all affected mediums.
- **Clients:** Pita Pit, Hyatt Regency, Florida Dept. of Health, Discover Hendry County, Visit Citrus County, and Seminole County Visitors Bureau.

EDUCATION:

College of Charleston, Charleston, SC, **Bachelor of Arts, Communication/Media Studies - 2010**