

contact

Brian L. Wright

11 East 1st Street, APT 414
New York, New York 10003
212.729.6039
brian.wrong@gmail.com

education

University of Oklahoma
Norman, Oklahoma
Graduation: May 2008
Bachelor of Arts in Journalism and Mass Communication
Major: Advertising

School of Visual Arts
New York, New York
Continuing Education
Emphasis: Branding, Strategy and Copywriting

experience

MCGARRYBOWEN; NEW YORK, NY

Account Executive, March 2012 - Present

Client: United Airlines

- Worked on the Olympic integrated campaign from inception to completion, including: Print, OOH, Airport experiential, TV and interactive/collateral
- Lead integrated creative development of global route launches for Istanbul, Dublin, Doha, and Manchester
- Work with Drive Dentsu in the conceptualization of Turkish language print and radio creative
- Work closely with Agency and Client partners for delivery of creative and collateral materials
- Managed various collateral projects, including sponsorships, Olympic Trivia Game, and Annual Shareholder video

SERINO COYNE; NEW YORK, NY

Assistant Account Executive, February 2011 - March 2012

Client: Walt Disney Theatrical Group

- Met the strategic and creative needs of the Client, fulfill daily requests and act as resource for their needs
- Assisted and lead interactive campaigns for DTG brands, including media placement and creative execution
- Approved all financial happenings in respect to media and production; ensure proper and timely billing
- Oversaw creative execution and coordinate the release of all Broadcast materials nationwide
- Prepare timelines, creative proposals and materials in creative presentations

ESQUIRE MAGAZINE; NEW YORK, NY

Integration Associate, February 2010 - February 2011

- Coordinated marketing and advertising efforts on behalf of luxury brands using Esquire's strategic integrated programs
- Participated in the planning and execution of the 2010 Esquire House, including magazine editorial features, and journal
- Worked with digital media to produce online content for both advertisers and magazine as Online coordinator
- Monitored all Esquire events, handling the RSVP list, and worked with Hearst PR in compiling media reports of events

YOUNG & RUBICAM; NEW YORK, NY

Colgate-Palmolive Creative Intern, Summer 2008

- Worked directly with each agency function to produce print and television ads for CP brand pitch meetings
- Participated in an agency intern project to develop a re-branding ad campaign for Y&R

IMC²; DALLAS, TX

Specialist Group Digital Intern, Summer 2007

- Coordinated strategic interactive marketing efforts for Silk Soymilk
- Worked closely with account team in planning interactive media and marketing briefs

activities

The New York City Advertising Club
AWNY - Account Management Panel
Big Brothers/Big Sisters Executive Gala Committee
The University of Oklahoma Alumni Association
Pi Kappa Phi National Fraternity Alum
President
Secretary
Kappa Kappa Psi Honorary Band Fraternity

skills
Adobe Photoshop
Adobe InDesign
Microsoft Office

website
www.wrightadvertising.net

details