



LESLIE WRIGHT

DIGITAL MARKETING SPECIALIST

MUSIC PROFESSIONAL & COLLEGE PROFESSOR

I am passionate about both digital marketing and music, bringing creativity and innovation to everything I do. With a strong belief that attitude is everything, I prioritize respect, honesty, and kindness in my professional life, especially in business. I excel in areas that require fresh ideas, thought leadership, content creation, and design, and I thrive on challenges. My focus on customer experience and purpose helps build a solid foundation for any business. Whether in marketing or music, I embrace every opportunity with optimism and genuinely enjoy the work I do. In my free time, I immerse myself in music, boating, creative writing, exploring innovative applications of AI, traveling, and various sports.

EDUCATION

2019 – 2022

MS – Digital Marketing

Southern New Hampshire University

2014 – 2018

BPS – Music Business

Berklee College of Music

1994 – 1998

General Education

Harrison High School

SKILLS

Hard Skills:

- Digital marketing strategy & execution
- Higher education instruction & curriculum design
- AI-enhanced content prompting
- Web design & development (WordPress)
- Graphic design (Adobe Suite, Canva)
- Branding & identity development
- Project management & team leadership
- Copywriting & content strategy
- Paid media (Google Ads, social media ads)
- SEO & SEM
- Audio/video production & editing
- Front-end development (HTML5, CSS, JavaScript, jQuery)
- CRM platforms (HubSpot, Salesforce)
- Email campaigns (MailChimp)
- Analytics (Google Analytics, HubSpot)

Soft Skills:

- Creative problem solving
- Collaborative leadership
- Clear communication & active listening
- Team-oriented & adaptable
- Self-motivated & driven
- Optimistic & resilient

REFERENCES

TRACY TUTEN

Core Faculty, Sofia University
252-402-8280 | tracy.tuten@sofia.edu

KIM HEBERT

Brand Management, Chesney Claire Music
417-671-1944 | chesneyclairemusic@gmail.com

CONTACT

📞 1-870-393-2222

✉️ lwp@lesliewright.com

🌐 www.lesliewright.com

WORK EXPERIENCES

LESLIE WRIGHT PRODUCTIONS – FREELANCER

June 1996 – Present

WordPress design/development, content writing, graphic design, SEO, Google Ads, branding social media marketing, email marketing, research, creative strategy, and project management.

SOFIA UNIVERSITY – ADJUNCT PROFESSOR & COURSE AUTHOR

August 2023 – Present

Professor (MBA): "Marketing & Consumer Psychology" | "Business Law"

Author (MBA): "Global Ethics & CSR" | "Team Conflict & Managing Change"

CHAMPLAIN COLLEGE – ADJUNCT PROFESSOR & COURSE AUTHOR

November 2023 – Present

Professor (MBA): "Creating Real Time Media" | "Digital Marketing 1" | "Essential Practices in Digital Media" | "Foundations of Visual and Digital Design"

Author (MBA): "Creating Real Time Media" | "Product Marketing Management"

GEORGE GUITARS – CO-OWNER / MUSIC INSTRUCTOR / MARKETING

August 2020 – Present

Built a studio from zero to 50 students in less than a year. Created a "sister" online university providing remote learning opportunities.

OZARK MOUNTAIN HOEDOWN – ENTERTAINER / MARKETING DIRECTOR

May 2002 – April 2014

Rebranded their 20 year history, built new website, established social media presence and email marketing, designed merchandise, handled print advertising, assisted with booking and promotion, designed a web based ticketing system with customer data collection. Performed 200 shows/year.

CLIENT HIGHLIGHTS

✔️ **George Brothers** – Built 80,000 followers and over 1 million video views in 6 months

✔️ **Harrison Rapids Swim Team** – Doubled swim team enrollment through new website design and social media campaign

✔️ **Pinnacle Propane** – Tripled their open and click through rates in the first month of designing their email campaigns

✔️ **Nashville Songwriters Association International – NW Arkansas Chapter** Started new chapter, built website, created social media and email campaigns