

Sandra Wright

Executive Influencer Lifestyle Brand and Marketing Expert

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Executive Summary:

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Goal driven and dynamic professional offering practical and progressive career success in, global marketing, client relations, and business development. Recognized for driving performance through successfully weaving strong framework with innovative brand driving programs. Hands on leadership, exceptional communication, fresh cutting-edge presentation, and creative talents lead to over 15 years of measurable success with some of the largest corporations. Successful market integration, solid relationship building, globally successful brand campaigns, have raised visibility and expanded the global brand footprint for companies such as, Target, Best Buy, Nokia, UMG, Microsoft, Cadillac, Smashbox, Armani, Coty, Nike, Red Bull and Moet. A thorough understanding of myriad client objectives, the ever-evolving consumer marketplace, the continual innovation of products and personalities penetrating the market, has also created a large and diverse client base to include celebrity, high visibility personalities, and executives. Bill Gates, J Allard, Paul Allen, Stevie Wonder, Eddie VanHalen, General "Mad Dog" Mattis, Mona Scott Young, Sting, Ne-Yo, Ali Landry and the Dalai Lama to name a few. Specializing in lifestyle marketing, transparent and goal driven programs, solid team building with internal stakeholder and external agencies has allowed for expansive penetration and development in the luxury goods, athletic, consumer goods, entertainment, fashion, beauty, and technology industries. Carefully constructed celebrity endorsements, joint ventures, and branding opportunities meet the objectives of clients. Strategy, careful budget assessments, excellent qualifications in media coordination brand management provide unparalleled entertainment strategic marketing and Branded Entertainment consulting services on a domestic and international level for top luxury companies in virtually every sector of business.

Experience:

The Global Collective Beverly Hills, CA USA President/Independent Contractor July 2011 to Current A collective of world class marketing, public relations, and communications independent contractors, and executives providing entertainment strategic marketing and Branded Entertainment consulting services on a domestic and international platform for top luxury companies in virtually every sector of business.

- Trusted "go-to-exec" for many business and lifestyle magazines and publications and quoted often regarding lifestyle trends and brand opportunities. A frequent pundit with many of today's most popular television news and entertainment broadcasts as a trusted voice within multiple sectors and a solid reputation as an early adapter, respected tastemaker and influencer.

- Create and execute all aspects of cross-platform integrated marketing, sales, and communication plans.

- Direct and coordinate each organizations' financial and budget activities to fund operations, maximize ROI, and increase efficiency.

- Serve as Global Advisor for strategic marketing, branded entertainment, partnerships, and philanthropic efforts for multiple corporations, entertainment entities, and high profile executives, including The Dalai Lama and his global initiative "Missing Peace."

Rullingnet Corporation Santa Monica, CA / Hong Kong Senior Vice President Global Marketing October 2010 to July 2011 An international technology company based in Hong Kong entering the GEN X influencer market with a new category of learning tools and technology for children from 1-9 years of age to assist and promote school readiness.

- Organized and implemented all experiential marketing and social media efforts resulting in raising brand awareness, increasing revenue and expanding the global footprint.

- Structured and maintained complete global marketing strategies, multi-million dollar budgets, and execution of planned initiatives.

- Supervised and managed internal and external experiential and traditional marketing teams, public relations initiatives, and complete communications integration.

ICM Century City, CA USA Vice President Global September, 2008 to September, 2010

Branded Entertainment

One of the elite and largest worldwide 360, multi-platform, talent agencies representing A-List celebrities and entertainment elite.

- Provided personalized service and global brand strategies to celebrities, high-profile corporate executives, and entertainment professionals.
- Restructured and improved internal policies, morale, structure, and execution of marketing and communication functions within the agency resulting in a substantial rise in metrics and measurable results for clients and stakeholders.
- Created new inroads and innovative strategic partnerships many clients and corporations, which changed the landscape and the financial scope of Branded Entertainment. Including Ellen DeGeneres and Covergirl, Kate Walsh and Cadillac, John Hamm and Armani, Chris Rock and Hallmark, Beyonce and General Mills.

Nokia White Plains, NY USA Senior Global Entertainment April 2008 to October 2008

Marketing Advisor

Internationally recognized consumer technology brand featuring hardware and software, headquartered in Espoo, Uusimaa, Finland.

- Presented and expedited solutions to challenges in reaching target demographics for all platforms through revising messaging and rebranding initiatives.
- Organized and implemented global experiential marketing solutions, entertainment partnerships, and social media efforts resulting in raising brand awareness, increasing revenue and expanding the global footprint within targeted influencer demographics.
- Successfully managed global internal and external teams with launch event planning, execution, and meeting all milestones and deliverables.

Microsoft Redmond, WA USA Manager Entertainment, Consumer, and September 2007 to April 2008

Lifestyle PR

Global leader of software, entertainment, and devices.

- Delivered national and internationally recognized keynote speeches with Steve Ballmer highlighting my expertise in the area of entertainment and technology integration, fluency in communication between corporate and entertainment conglomerates, and raising brand awareness for Microsoft and Zune within the influencer demographic
- Presented and executed entertainment, celebrity and lifestyle marketing solutions which increased success in reaching target demographics through revising messaging and rebranding initiatives for Microsoft and Zune.
- Served as internal expert for strategic marketing, branded entertainment, partnerships, entertainment integration, and philanthropic efforts for multiple entities within Microsoft and Zune. Served as PR lead for Bill Gates and Corporate Vice President J Allard for the launch of Zune.

Education:

University of Washington International Coach Federation Master Certified Life Coach

Core discipline specialties and areas of expertise:

Seattle, WA 1991 Los Angeles, CA 2014

Strategic Planning/Partnerships/Joint Ventures/Celebrity Endorsement/Client &Media Relations Strategic/Experiential/Global Initiative Marketing, global and domestic branded entertainment Philanthropic/Celebrity/Executive Visibility Event Planning, Global Strategy, Multi \$MM budgeting,, media training, crisis communications, and public speaking.

Volunteer Initiatives: Wounded Warriors, Semper Fi Fund, Single Mothers Outreach, Yoga For Youth, Preferred Meals, and Safe Passage.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

EDUCATION

Bachelor's in Communications

University of Washington - Seattle, WA

1988 to 1992