

Marcey Wright, MSLs



www.minewritemarketing.com
info@minewritemarketing.com
wrightmarceyd@gmail.com
Mobile: 901.428.7984

LinkedIn: Marcey Wright

KEY COMPETENCIES

Writing & Copy Editing

Email Marketing

Constant Contact,
My Emma, Mailchimp

Website Creation and Management

Social Media Marketing

X (formerly Twitter),
Facebook, Instagram,
YouTube, LinkedIn

Event Planning

Event Photography

Publication Layout and Graphic Design

Adobe Illustrator,
InDesign, Photoshop

Direct Marketing

Public Relations

Media Relations

Community Engagement

Source Development | Relationship Building

Strategic Partnerships Creation | Maintenance

Career Experience

CHIEF EXECUTIVE OFFICER | FOUNDER

2018 – Present

MineWrite Marketing & Communications, LLC

- Establish clients' branding to heighten public awareness and engagement
- Create user-friendly websites and marketing plans to match client's needs
- Create content for web, email marketing, social media, & traditional media

COMMUNITY RELATIONS MANAGER

Dec. 2020 – Sept. 2025

Tennessee Valley Authority (TVA) West Tennessee

- Develop | Support programming to foster community outreach & engagement
- Manage projects; Plan and execute TVA events
- Create | Maintain TVA strategic partnerships, valued at \$100K-\$250K

PUBLIC & COMMUNITY RELATIONS CONSULTANT IV

July 2018 – Feb. 2019

Tennessee Valley Authority (TVA)

- Created strategic marketing & promotions plans, media releases and other original content to help guide outreach efforts in West TN and MS
- Served as company media and regional social media spokesperson
- Created talking points, fact sheets, and original promotional stories
- Established strategic community partnerships, events and programs to heighten TVA brand awareness and engagement
- Photography; Pitched creation of TVA-Memphis e-newsletter; Named publication and created original stories and photos for inclusion

COORDINATOR OF PUBLIC RELATIONS AND MEDIA

2016 – 2018

City of Memphis Government (*Promotion from previous role at Memphis Public Libraries*)

- Established & maintained partnership with prime-time local TV news station, resulting in 105 free media appearances, a paid value of \$375 per appearance, according to station's Sales Department
- Planned, field produced, and coached on-air talent for two live TV interviews each week to promote City of Memphis programs, services, or events
- Created original content (i.e. Digital content, web stories / news articles, press releases, marketing / branding packages, TV & radio scripts, photographs) for Memphis Public Libraries and the City of Memphis (More than 300 stories written to promote Libraries / City Government)
- Wrote Memphis Public Library System's monthly e-newsletter, and e-blasts for publication to more than 25,000 Library customers
- Researched and wrote City of Memphis' first Social Media Style Guide
- Wrote and/or copyedited internal communications to all Library staff
- Edited copy, using Associated Press style, for Mayor's Communications Team and other City of Memphis Divisions of Government, as needed

PUBLIC RELATIONS SUPERVISOR

2013 – 2016

Memphis Public Library System

- Interviewed Library staff and customers to write promotional stories and media releases for publication on Library's website, e-newsletter, etc.
- Photographed events at 18 Memphis Public Library locations for use in promotional material and website
- Created, planned, and promoted events via Memphis Public Library social media (Created / Developed Library's Twitter account in 2010 as Marketing Communications Specialist and Library's Instagram account in 2014)
- Re-established and managed Library System's Photo Archive of Events
- Scheduled TV, radio, and print interviews to promote new Library services and upcoming events
- Re-designed and wrote Library's internal monthly newsletter, *Staffwise*
- Served as on-call person for all Memphis Public Library media requests, building clearance needs, concerns and questions for 18 locations

Prior Communications Roles

INTERNAL COMMUNICATOR

2012

ServiceMaster / TruGreen (Through AppleOne Employment Services)

MARKETING & COMMUNITY RELATIONS MANAGER

2011 – 2012

Memphis Shelby Crime Commission (Non-profit organization)

MARKETING COMMUNICATIONS SPECIALIST

2010 – 2011

Memphis Public Library System

ASSIGNMENT EDITOR

2008 – 2011

WPTY-TV ABC24 / WLMT-TV CW30

TALK SHOW HOST AND SCRIPT WRITER

2007 – 2010

Memphis City Schools' TV / Radio Station (C19-TV / 88.5 FM)

FREELANCE WRITER

2006 – 2013

Arkansas Times (Little Rock, AR), *KUAR / KLRE FM 89 News Radio* (Little Rock, AR), *Times-News* (Hendersonville, NC), *Tri-State Defender* (Memphis, TN), and other individual contract work

Educational Experience

MASTER OF SCIENCE IN LEGAL STUDIES

Kaplan University, Online (Magna Cum Laude), Oct. 2011

BACHELOR OF ARTS IN HUMANITIES (JOURNALISM)

LeMoyné–Owen College, Memphis, TN (Summa Cum Laude), Dec. 2007

ASSOCIATE OF ARTS

Pulaski Technical College, N. Little Rock, AR (Highest Honors), May 2005

(Professional references available upon request)

Professional Development

SW TN COMMUNITY COLLEGE

(Non-degree Seeking, Currently in Progress)

- **A to Z Grant Writing**

HARVARD BUSINESS SCHOOL

ONLINE (Non-degree Seeking, 2020)

- **Entrepreneurship Essentials**
Official Certificate of Completion
- **Business Analytics**
Official Certificate of Completion