

# TODD WILSON

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## PROFILE/OBJECTIVE:

Innovative and energetic visionary with seven years of non-profit leadership experience, seeks executive or director-level marketing, public relations, or development position, preferably in the non-profit sector;

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## CORE COMPETENCIES:

- Organizational Leadership & Development
- Operational & Strategic Planning
- Financial Development
- Business Development
- P/L Management
- Project Management
- Budget Prep & Forecasting
- Process Optimization
- Mentoring & Coaching
- Event/Conference Planning
- Research/Data Gathering
- Contract Negotiations
- Board Governance
- Continuous Learner

## SUMMARY OF SKILLS & EXPERTISE:

- Ability to identify market segments, niches, and potential markets;
  - Social media marketing to identify, reach, and mobilize important brand advocates;
  - Strong, crisp communicator, comfortable presenting to, and engaging with, high-level leaders;
  - Incubating solutions to organizational problems;
  - Public relations, media affairs, and public speaking;
  - Persuasive skills, written and verbal;
  - Consensus building in complex, diverse stakeholder settings;
  - Identifying and fulfilling customer needs;
  - Identifying and pursuing strategic business opportunities through partnerships and/or alliances;
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## RECENT ACCOMPLISHMENTS

### Financial Development:

- Opened conference events to the public, creating new revenue stream that generated \$300K in first four years;
- Leveraged digital assets to create a new revenue stream yielding over \$15,000 in first two years, via distribution through *iTunes* and other download platforms in 21 countries;

### Marketing and Communication:

- Utilized social media marketing to promote events, generating ROI of \$25 for every dollar invested;
- Supervised development of two websites involving hundreds of pages, and 2.5 million annual page views;
- Participated in organizational re-branding, including updated brand name and logo;

### Public Relations and Media;

- Supervised and deployed media campaigns promoting international conventions, bringing unique stories to broadcast audiences numbering in the millions;
- Supervised media relations for publicly awarding honorary membership to Bill Gaither and the Oak Ridge Boys, including media events, special appearances, interviews and feature stories;
- Partnered with *Disney* to host an event at Disneyland, and to present a Lifetime Achievement Award to the Dapper Dan's, celebrating 50 years in show business;
- Authored comprehensive press kits, backgrounders, media advisories focusing on compelling personal stories; generated local coverage and national stories in major print, radio, television, and online media, including the *Wall Street Journal*, *Spin Magazine*, *CNN*, *NPR*, *XM Satellite Radio*, *The Saturday Evening Post*, *Dallas Morning News*, *Denver Post*, *Indianapolis Star*, *Salt Lake Tribune*, and *The Tennessean*;
- Developed events to generate media coverage, including a concert featuring the Mormon Tabernacle Choir and other ensembles; The event drew a live audience of 14,000 and was broadcast globally;

### Leadership Development:

- Coordinated and facilitated dozens of *Leadership Roundtable* meetings in 11 states to conduct a gap analysis and to share best practices and tools with local business units and unit leaders;

## WORK HISTORY

2010

### **BOYS & GIRLS CLUBS OF MIDDLE TENNESSEE (Nashville, TN)**

**Marketing & Public Relations Consultant:** Event planning and promotion, project management, web development, financial development, corporate communications, public and media relations;

2004 to 2009

### **BARBERSHOP HARMONY SOCIETY (Nashville, TN and Kenosha, WI)**

**Director of Marketing:** Creation, implementation, and monitoring of annual plans; Staff liaison to three volunteer committees; Media placement for top-tier groups; Member of editorial board responsible for publishing national magazine; Created leadership development curriculum; Taught classes in PR, marketing, and strategic planning; Recruited, interviewed, hired, trained, monitored staff productivity, and conducted annual evaluations; Managed four direct reports, and annual budget of \$2M; Creative director for numerous ads, collateral materials, radio/TV PSAs, worked with graphic artists for more complex projects; Placed numerous media buys locally and nationally; Supervised the design of numerous logos for various programs and events; Concurrent with duties described above, from 2004 to 2006 also served as **Director of Membership**;

2002 to 2004

### **BARBERSHOP HARMONY SOCIETY (Kenosha, WI)**

#### **Chairman of the Planning & Program Development Group, Member of the Board Management Council (BMC)**

Formulating and overseeing the strategic framework, vision, mission, board directives, strategies, overall goals and supporting budgets; Responsible for supervising the drafting of the annual strategic framework/planning document; Provided guidance to staff, committees and task forces in the preparation of the annual operating plan and \$6M budget. **ACCOMPLISHMENTS:** Involved in conducting growth and brand awareness studies, contracting with *Harris Interactive* and *Qualcore*; Introduced new metrics to measure ROI on various programs managed by committees and staff; Made research-based decision to adopt a more contemporary DBA name; Directly involved in the interviewing and hiring a "change agent" CEO;

2003 to 2004

### **TEXAS JOB CONNECTION (Richardson, TX)**

**Sales Manager and Media Consultant:** Interviewing, hiring, and managing and motivating a sales team of seven representatives, selling display recruitment advertising to companies large and small; **ACCOMPLISHMENTS:** Increased average monthly sales from 2003 to 2004 by 53%;

1999 to 2003

### **THOMPSON CREATIVE (Dallas, TX)**

**Regional Sales Manager:** Marketing radio jingle/ID packages, commercials and production music to radio stations in a 20-state territory; Designed and created many of the company's marketing materials; **ACCOMPLISHMENTS:** Increased sales by an average of 11% per year; Top producer 2000 and 2001;

**EARLY CAREER SUMMARY:** Business owner in wireless telecommunications industry, managing as many as 11 direct reports; Field sales of office equipment, including copiers, fax machines, computers, and money processing equipment;

**TECHNOLOGY:** Microsoft Word, Publisher, Powerpoint, Excel, Outlook, Photoscape, Adobe Acrobat, ACT, Aptify;

**EDUCATION:** Strayer University (Nashville, TN) • Palm Beach Jr. College (Lake Worth, FL) • North Texas State University (Denton, TX) • 36 hours of marketing and organizational management classroom training at *American Society of Association Executives* national conferences;

**AWARDS RECEIVED: (National)** Public Relations Award, **(Regional)** Award of Excellence, Hall of Fame; **(Local)** Member of the Year, President's Award, Meritorious Service Award;

**COMMUNITY OUTREACH/VOLUNTEER WORK:** Delivered commencement address to Westwood College graduates; Conducted SWOT analysis and created business or marketing plans for *Safe Haven*, *YWCA of Middle Tennessee*, *Boys & Girls Clubs of Middle Tennessee*, *Tennessee Women's Theater Project*, and a leadership development program for *94.1 FM*, *The Fish*; Founder, Board Member, Director of Music, and Webmaster for *Nashville Singers*; President of the *Harborview HOA*;