

WYETH WARD

CREATIVE PRODUCER

CONTACT

wyaward@gmail.com

(434) 284 - 1289

Portfolio: wyethward.com

EDUCATION

University of Virginia,

Cumulative GPA: 3.91

- Bachelor of Science in Commerce
Concentrations: Strategic Brand Consulting & Communications, Global Commerce
- Bachelor of Arts in Media Studies

AREAS OF EXPERTISE

- Strategic Marketing Planning
- Social Media Management
- Brand Development & Management
- Event Directing
- Content Creation (photo, video, graphic design)
- Data Analysis & Market Research
- PR & Media Outreach
- Adobe Creative Suite
- CRM Platforms

TIGER LILY CAPITAL HOSPITALITY GROUP

MARKETING DIRECTOR

NOVEMBER 2023 - PRESENT

- Lead strategic marketing, branding, and creative direction across multiple hospitality brands within the portfolio, with primary focus on an estate vineyard (SMV) and a high-traffic food & event hall (Dairy Market)
- Directly manage a three-person team, providing creative direction, campaign oversight, and performance feedback
- Responsible for allocating \$400K+ in annual marketing spend, executing multi-channel marketing strategies
- Increased SMV email subscribers by 191% in four months and drove a 70% lift in organic social follower growth using data-informed list growth, segmentation, and content planning.
- Conceptualize, oversee, and collaborate on events ranging from intimate bespoke experiences to large-scale activations, marketing 70+ events across portfolio brands in 2025 (owned marketing and supported in planning/operations)
- Execute website redesigns and paid advertising campaigns, resulting in a 65% year-over-year increase in website traffic for Dairy Market and a 131% increase for SMV
- Develop all brand development and visual identity systems, including logos, style guides, websites, print and digital promotional materials, and merchandise
- Direct creative production across photography, video, and digital assets

CASPARI, INC.

DIGITAL MARKETING ASSOCIATE

MAY 2023 - NOVEMBER 2023

- Developed marketing strategies targeting both domestic and global B2C and B2B audiences, expanding global reach by 15%
- Crafted bi-weekly content across multiple channels, including blogs, email newsletters, and e-commerce platforms
- Analyzed customer and sales data to inform targeted marketing initiatives
- Supported seasonal campaign planning, 30+ product launches, and brand collaborations