


Jocelyn Wright

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Summary

I am a passionate, creative, and dedicated professional. I spend my days formulating out of the box ways to market brands, ideas, people, and products that grab people's attention and keep it. I'm a dreamer and a doer who always has a project going.

I have proven ability to create and execute marketing plans from events to content creation, and beyond. I frequently direct teams on best practices for display and customer relationship management both in and out of a retail setting. I also have the unique combination of marketing and journalism that allows me to see projects from both sides to create fuller end products.

In my role as a Commercial Manager, I am responsible for managing projects across all departments within my organization, as well as providing support and insight to customers to ensure their projects are completed with excellent outcomes on schedule. I keep team members on track and use my expertise to guide customers to create a product that will meet their goals.

Experience

Commercial Manager

Qualicaps

Dec 2020 - Present (1 year 7 months +)

Title change with expanded role at Qualicaps. On top of my marketing responsibilities, I now manage inside sales as well as project management.

In my role as Project Manager, I help facilitate the order and production process, ensuring that tasks are completed on time in order to provide quality capsules to customers with minimal delays. This includes communicating and managing across departments, organizing meetings as necessary, and completing internal procedures to complete projects.

In my role managing inside sales, I communicate with customers to help them with order requests as their sales representative. This involves helping them discover the capsule they need to suit their purposes, clarifying color and imprint choices, and facilitating the order.

Marketing Manager

Qualicaps

Aug 2018 - Dec 2020 (2 years 5 months)

Plan and execute marketing plan and strategies for the capsule division in North America. Establish and nurture customer relationship programs, plan and manage presence at trade shows, media purchasing, lead generation. Create, track, manage marketing budget.

Marketing Manager

Panera Bread

Aug 2015 - Aug 2018 (3 years 1 month)

Plan and coordinate all local marketing efforts, including Out of House advertising, events, partnerships, and donations in order to increase brand recognition and affection, as well as increase sales.



Copy Editor/Page Designer

Freedom Communications Inc.

Aug 2007 - Sep 2012 (5 years 2 months)

Design eye-catching front and inside pages; design promos for above masthead; edit stories for content and correctness; work under strict deadlines; provide support for other departments in collaboration on daily publications and special sections.

Education



University of North Carolina at Greensboro

Bachelor of Science (BS), Marketing

2012 - 2015

Participated in establishing the UNCG Chapter of the American Marketing Associate as a founding member, made Chancellor's List and Dean's List every semester



Averett University

Bachelor of Arts (BA), Journalism

2003 - 2006

Skills

Social Media Marketing • Event Production • Marketing Strategy • Marketing Communications • Copy Editing • Graphic Design • Social Media • Blogging • Project Management • Budget Management