

NADINE A. WRIGHT

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EXPERIENCE

Virtual, Inc.

- **Marketing Communications Specialist**

WAKEFIELD, MA; AUGUST 2013-PRESENT

- Responsible for executing day-to-day marketing activities and project level support in a fast-paced, collaborative, agency-like environment with a strong focus on event marketing, in addition to general marketing communications, for professional association clients.
- Manage marketing execution and deadlines for multiple events. Develop and advise on event marketing plan strategy.
- Write, design and execute email promotions. Manage website redesign projects. Execute ongoing web updates.
- Write, design and update print collateral - web banners, brochures, event guides, signage, flyers - managing from conception to delivery.
- Collaborate closely with events staff, web team, graphic designers, account managers and external vendors.
- Serve on the company's FUN Committee that organizes monthly in-office and offsite events to boost employee morale and engagement.

Reed Exhibitions

NORWALK, CT; MAY 2009-AUGUST 2013

- **Marketing Manager: International Pharmaceutical Expo (INTERPHEX) & IBTM America (Americas Meetings & Events Exhibition)**

SEPTEMBER 2011-AUGUST 2013

- Manage and mentor team of Marketing Associates in their day-to-day functions and ensure they meet brand guidelines. Proofread all work for accuracy, content and consistency in brand voice.
- Co-led department implementation and training of Dreamweaver and Exact Target software.
- Create, manage and execute marketing strategy & communication plan for current and prospective exhibitors through email, website content, social media, webinars, and value-added marketing programs.
- Write, edit and execute emails using Adobe Dreamweaver and Exact Target. Create segmented content for audiences based on interest and/or demographic. Track and analyze email marketing campaigns.
- Manage social media strategy for events. In-house social media "expert" as three year writer & editor of internal social media best practices newsletter.

- **Marketing Associate, Reed Exhibitions**

MAY 2009-SEPTEMBER 2011

- **Marketing Intern, Reed Exhibitions**

DECEMBER 2008-JANUARY 2009

Editor-in-Chief, The Summit Yearbook, Quinnipiac University

HAMDEN, CT; JUNE 2008-MAY 2009

Graphic Design Intern, Alexander Isley Inc.

REDDING, CT; JUNE-JULY 2008

Training Intern, Open Solutions, Inc.

GLASTONBURY, CT; MAY 2007-JANUARY 2008

EDUCATION

Quinnipiac University

HAMDEN, CT; 2005-2009

BA in Interactive Digital Design

Magna Cum Laude

Minor in Print Journalism

TECHNOLOGY

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver); HTML; CSS; WordPress; Exact Target; Constant Contact; Microsoft Office

AWARDS

Reed Exhibitions

Innovation in Marketing (Individual)

Star of the Show 2011 (Individual)

5 Time Winner:

Marketing Team of the Half-Year

2 Time Winner:

Most Improved Attendance (Show Team)

Special Recognition (Show Team)

Show Team of the Year

Design and writing portfolio & references available upon request.