

ELIJAH A. WRIGHT

COMMUNICATIONS AND MARKETING SPECIALIST

Belton, Missouri | thewrightfamily.1955@gmail.com | +1 8169160731



PROFESSIONAL SUMMARY

I'm a **communications and marketing professional** who enjoys bringing people, brands, and communities together. My experience has given me the opportunity to work in **public-facing roles, support promotional campaigns, build community relationships, coordinate events, and represent organizations** in ways that create a positive experience for the audience. I also bring a strong business and operations background, which helps me understand that good communication should not only look good, but also support real business goals. With a background in mass communications and marketing, I bring a genuine interest in storytelling, relationship building, brand visibility, and finding creative ways to connect with people.

CORE SKILLS & TOOLS AND SYSTEMS

Core Skills: Communications Strategy, Public Relations, Brand Management, Community Engagement, Content & Campaign Development, Event Coordination

Business & Leadership: Team Leadership, Strategic Planning, Business Development, Relationship Management, Performance Management, Process Improvement

PROFESSIONAL EXPERIENCE

Marketing & Promotions Associate, Hearst Television (KCWE29)

Aug 2019 to Present

Kansas City, MO

- **Build and maintain relationships with community partners and external stakeholders** through promotional initiatives, events, and market-facing campaigns.
- **Represent KCWE at public-facing events and promotional activations**, strengthening brand visibility and community engagement.
- **Coordinate promotional campaigns with internal teams and external partners**, ensuring initiatives are executed effectively and aligned with business objectives.
- **Support audience engagement and brand growth** across broadcast, digital, and social platforms.
- **Manage partner communications, deadlines, and event logistics** in high-visibility environments requiring strong organization and relationship management.
- **Collaborate across teams and with external stakeholders** to deliver successful promotional experiences and partnership initiatives.

Marketing & Communications Specialist, Wright & Co.

May 2023 to Present

Kansas City

- Supported **marketing, communications, and business development initiatives** designed to strengthen brand visibility and connect with target audiences.
- Developed **creative content and promotional materials** across digital and traditional communication channels.
- Built and maintained **client, community, and professional relationships** to support engagement and business growth.
- Coordinated **projects, campaigns, events, and partnerships**, managing details from planning through execution.
- Identified **new opportunities for growth and audience engagement** through research, networking, and outreach.
- Represented the **Wright & Co. brand** in professional and community settings while maintaining a consistent public image.
- Collaborated with clients and partners to understand needs, develop solutions, and deliver a **positive overall experience**.
- Managed multiple priorities while balancing **creative thinking, communication, organization, and business objectives**.

Hospitality Roles, Marriott & Westin Hotels

Jun 2017 to May 2021

- Progressed through multiple hospitality roles, advancing from Front Desk to Night Auditor and ultimately Senior Night Auditor through demonstrated performance and increasing responsibility.
- Built strong guest and client relationships while delivering service in high-volume hotel environments.
- Managed guest accounts, billing, payments, and financial reconciliation with a high degree of accuracy and accountability.
- Served as a trusted point of contact for guest concerns, resolving issues while protecting the guest experience and hotel standards.
- Collaborated across Front Office, Housekeeping, Maintenance, and other hotel departments to ensure seamless daily operations and guest satisfaction.
- Developed firsthand knowledge of hotel operations, guest expectations, revenue-related processes, and the service standards that drive customer loyalty.

EDUCATION

Grand Canyon University, Phoenix Arizona

Aug 2024 to Present

Master of Science in Business Management

Grand Canyon University, Phoenix, AZ

May 2023

Bachelor of Arts in Mass Communications & Public Relations