

WENDYPAYTON

wendy@paytonbrands.com
239.675.3120

OBJECTIVE

Apply branding, marketing, and engagement expertise that help visionary entrepreneurs, groundbreaking companies, and social-good organizations enhance marketing effectiveness, elevate customer value, and thrive in an ever-changing world.

EXPERIENCE

Principal, Payton Brands - April 2019-Present, Cape Coral, FL

Build brand platforms that amplify client voice, craft tools to engage their audiences, and execute integrated marketing campaigns that grow awareness and drive action. Serve as Executive Director for client Bridge To A Cure Foundation, a childhood cancer charity focused on accelerating the pace and success of research that leads to cures.

Senior Account Manager, The Zimmerman Agency – 2018-2019, Tallahassee, FL

Spearhead \$1.5M in investments for the newly branded Florida's Sports Coast, Pasco County (FL) Destination Management Organization, and for America's largest ceiling fan company, Hunter. Oversaw interdisciplinary teams comprised of strategy, advertising, PR, media, digital, and analytics teams to ensure effective market activations.

Senior Account Manager, Blufish Design – 2016-2018, Bradenton, FL

Tapped to establish the Florida office for this Arizona-based firm. Managed client business that included Taylor Morrison, the seventh largest U.S. home builder. During my tenure, the Blufish Florida office netted 30% of the firm's annual billings, with a corporate investment of just 10%.

Senior Account Manager, Pyper Young (now Pyper, Inc.) – 2014-2016, St. Petersburg, FL

Helped launch ad agency start-up as brand strategist, marketing planner, and writer. Led brand positioning and integrated marketing programs for a wide range of businesses, from tourist attractions like The Dali Museum in St. Petersburg and MOSI in Tampa, to SalesMakers, one of the country's fastest growing assisted sales companies.

BrandCraft (Freelance Writing & Brand Consulting) – 2012-2014, Cape Coral, FL

Major initiatives include content development for Riverchase Dermatology. For a mid-Florida mud park, executed a PR/social media strategy that doubled reach of Facebook and Instagram followers to a half-million in a single season. Developed continuing education courses for teachers and acted as senior feature writer for a Southwest Florida lifestyle magazine, COASTE. Developed brand identity and messaging for B2B and B2C clients.

WENDYPAYTON

Senior Brand Leader, NOISE, Inc. – 2012-2014, Sanibel, FL

Developed business relationships for brand agency. Led brand activations for Door County (WI), 'Tween Waters Resort and Spa, and Florida Repertory Theatre. Procured \$1M Lee Health account for Golisano Children's Hospital capital campaign.

Co-Founder/Partner, Pearl Brands – 2008-2012, Fort Myers, FL

Oversaw company operations and drove brand strategy, client accounts, business development, PR and copy. Pearl earned more than 20 accounts in its first four years, including IGY Marinas, a luxury yacht management company, Naples Art Association and Art of the Olympians. Led county marketing activations for the Great Calusa Blueway kayak trails, promote power-boating and fishing, and Lee County Artificial Reefs program.

Vice President, Tweed Advertising – 2004-2008, Fort Myers, FL

Administered destination accounts, including Pink Shell Beach Resort and Spa, and Mayfair Hotel and Spa. Spearheaded the Fort Myers Downtown Merchant Association effort to drive visitors. Oversaw SWFL luxury real estate developer PR and marketing, including Colonnade on 5th, High Point Place, North Star Yacht Club and Paradise Preserve, a \$100M master planned community. Also, created a differentiating brand for Lutgert College of Business at Florida Gulf Coast University.

Account Supervisor, re:group – 2000-2003, Ann Arbor, MI

Management of an \$11M agency account for one of the country's highest-ranking healthcare providers, University of Michigan Health System. Responsible for on-time, on-budget execution of all client projects moving through the agency, and acted as primary day-to-day contact for client contacts.

LEADERSHIP

Past Governor, American Advertising Federation-Fourth District (AAF)

Set the priorities and advocate for the interests of industry professionals throughout Florida and Caribbean Islands.

RECOGNITION

AAF Silver Medal Award, 2020 for outstanding contributions to advertising, furthering industry standards, creative excellence, and responsibility in areas of social concern.

More than 100 awards for creative excellence, including national recognition of the American Advertising Awards ADDY, IN-AWE Medical Marketing Awards, and HSMAI Hospitality Marketing Awards.

EDUCATION

Cleary University, Ann Arbor, MI – Bachelor of Business Administration, Marketing, 2002