

# Deidre Wright

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## Corporate Communications & Marketing Director

**Public Relations  
Event Marketing  
Social Media**

**Project Management  
Marketing Communications  
Thought Leadership/ Content Creation**

**Degrees:** BA, **Sociology & Anthropology**, Spelman College (2010)  
**Technologies:** MS Excel, Sprout Social, WordPress, Slack, Business Wire  
**Industries:** Technology, Media, Insurance, Financial Services, DEI

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### WORK HISTORY

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**Public Relations Director**, Airship, Remote **(2022 - Present)**

- Grew corporate social media accounts: post volume 58% and engagement rates 372%.
- Promoted over 50 blogs, events, press releases, and presentations for internal teams.
- Secured media coverage 40 times quarterly with external PR agency management.
- Built a social media plan that gained 4X shares, 4X engagements, and 14X link clicks.
- Procured services for PR within budget by seeking and negotiating vendor quotes.

**CEO, PR & Marketing Consultant**, Strategic Stories, Remote **(2018 - Present)**

- Secured over 40 public speaking engagements on television, podcasts, webinars, etc.
- Created and distributed viral social media posts ranging from 23,000 to 96,000 views.
- Built a content plan that earned a small business \$20,000 in quarterly sales leads.
- Coached job seekers on personal branding leading to 7 offers and 21% salary increases.

**Corporate Communications Director**, LOOP, Remote **(2021 - 2022)**

- Built a new careers webpage that increased job applicants 40% and interviews 141%.
- Launched an internal newsletter with 20 issues to improve employee communications.
- Built a corporate communications function for a start-up company that raised \$24M.
- Planned a SXSW marketing event that gave away ice cream to 500 event attendees.

**Director of Engagement & Marketing**, Business Insurance, Remote **(2018 - 2019)**

- Sold \$420,000 in corporate sponsorships with content marketing, programs, and events.
- Planned 40 events, created 30 content pieces, and managed 25 corporate accounts.
- Built and marketed a scholarship program that received 105 applicants and 2.3M views.
- Planned conference for 180+ executives, recruited 30 speakers, and gained 1.4M views.
- Served as a judge twice for an industry award; reviewed and vetted applications.

**Global Risk Management Casualty Advisor, Marsh, San Francisco, CA (2015 - 2018)**

- Created a social post that gained 300 opt-ins for an industry-wide research campaign.
- Wrote proposals, pitched ideas, and negotiated contracts for billion-dollar companies.
- Pitched and got a social media quote from CEO (company size of 65,000 employees).
- Negotiated contract change to increase auto insurance policy limits \$500,000 for free.

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## EDUCATION

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**Bachelor of Arts, Sociology & Anthropology, Spelman College (2010)**

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## ADDITIONAL EXPERIENCE

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➤ **Public Relations**

**Scholarship Review Panelist, Public Relations Society of America (2023 - Present)**

- Selected scholarship winners from 15 applications to promote workforce diversity.

**Board Advisor, Juniper Labs (Acquired by Next Insurance) (2020)**

- Helped start-up founders secure 5 earned media features with PR coaching.
- Advised on company DEI statement in response to the George Floyd tragedy.

**Co-Chair, Dive In Festival San Francisco (2018)**

- Recruited 33 volunteers, developed event agenda, and sold out tickets in 3 days.

➤ **Certifications**

**Crisis Communications, Certified By LinkedIn (2022)**

**Creating a Communications Strategy, Certified By LinkedIn (2022)**

➤ **Awards**

**Emerging Leader, Presented By Insurance Careers Month (2019)**

**Rising Star, Presented By Water Street Club (2018)**

➤ **Associations**

**Scholarship Panelist, Public Relations Society of America (2022 - Present)**

**Member, Insurance Supper Club (2020 - Present)**

**Member, National African American Insurance Association (2013 - Present)**