

# Marcey Wright, MSLS

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## Professional Profile

Results-driven, social media and web savvy marketing professional backed by a strong communications, journalism, strategic planning, branding and public relations background

## Career Experience

### KEY COMPETENCIES

Writing & Copy Editing

Email Marketing  
(Constant Contact, Emma)

Website Creation &  
Management

Social Media Marketing  
(Twitter, Periscope,  
Facebook, Instagram,  
YouTube, LinkedIn, etc.)

Strategic Planning

Professional Photography

Publication Layout &  
Design

Direct Marketing

Public Relations

Media Relations

Community Engagement

Source Development /  
Relationship Building

### CHIEF EXECUTIVE OFFICER | FOUNDER

2018 – Present

MineWrite Marketing & Communications, LLC

- Establish clients' branding and heighten public awareness & engagement
- Create customized communications / marketing plans and user-friendly websites to match clients' needs and on-staff marketing manpower
- Create content for web, email marketing, social media & traditional media

### PUBLIC RELATIONS CONSULTANT IV

2018 – 2019

Tennessee Valley Authority (TVA)

- Plan and implement public relations and thought leadership strategies
- Serve as company spokesperson; Advise, coach other spokespersons
- Proactively identify and pitch story ideas and opportunities to tell TVA's story to the media, community, other stakeholders and public
- Draft media releases, statements, talking points, fact sheets, strategic plans, web content and other communications products

### COORDINATOR OF PUBLIC RELATIONS & MEDIA

2016 – 2018

City of Memphis Government (*Promotion from previous role at Libraries*)

- Established & maintained partnership with prime-time local TV news station, resulting in 105 free media appearances, a paid value of \$375 per appearance, according to station's sales department
- Planned, field produced, and coached on-air talent for two live TV interviews each week to promote City of Memphis programs, services or events
- Created original content (i.e. digital content, web stories / news articles, press releases, marketing / branding packages, TV & radio scripts, photographs) for Memphis Public Libraries and the City of Memphis' (More than 300 stories written to promote Libraries / City since 2013)
- Edited copy published on Memphis Public Libraries' main Facebook page and Library branches' 18 Facebook child pages, ensuring that content was legally sound, in Associated Press style, and reinforced Library's brand promises
- Wrote Memphis Public Library System's monthly e-newsletter, and e-blasts for publication to more than 25,000 Library customers
- Researched and wrote City of Memphis' *first* Social Media Style Guide
- Wrote and/or copy edited internal communications to all Library staff
- Edited copy, using AP style, for Mayor's Communications Team and other City of Memphis Divisions of Government, as needed

## PUBLIC RELATIONS SUPERVISOR

2013 – 2016

### Memphis Public Library System

- Interviewed staff / customers and wrote promotional stories and media releases for publication on Library's website, e-newsletter, etc.
- Photographed events at 18 Memphis Public Library locations for use in promotional material
- Created, planned, and cross promoted social media content for Library System's social media platforms (Created / Developed Library's Twitter account in 2010 as Marketing Communications Specialist, along with Library's Instagram account in 2014)
- Implemented social media marketing campaign for opening of Memphis Public Libraries' CLOUD901, the largest teen technology lab in a library nationwide
- Re-established and managed Library System's Photo Archive of Events
- Scheduled TV, radio, and print interviews to promote new Library services and upcoming events
- Re-designed and wrote Library's monthly internal newsletter (Prior to promotion to City of Memphis Coordinator of Public Relations and Media)
- Served as on-call person for all Memphis Public Library media requests, building clearance needs, concerns and questions for 18 locations

### Prior Communications Roles

#### INTERNAL COMMUNICATOR

2012

ServiceMaster / TruGreen (Through AppleOne Employment Services)

#### MARKETING & COMMUNITY RELATIONS MANAGER

2011 – 2012

Memphis Shelby Crime Commission (Non-profit organization)

#### MARKETING COMMUNICATIONS SPECIALIST

2010 – 2011

Memphis Public Library System

#### ASSIGNMENT EDITOR

2008 – 2011

WPTY-TV ABC24 / WLMT-TV CW30

#### TALK SHOW HOST AND SCRIPT WRITER

2007 – 2010

Memphis City Schools' TV / Radio Station (C19-TV / 88.5 FM)

#### FREELANCE WRITER

2006 – Present

*Arkansas Times* (Little Rock, AR), *KUAR / KLRE FM 89 News Radio* (Little Rock, AR), *Times-News* (Hendersonville, NC), *Tri-State Defender* (Memphis, TN), and other individual contract work

### Educational Experience

#### MASTER OF SCIENCE IN LEGAL STUDIES

Kaplan University, Online (Magna Cum Laude), Oct. 2011

#### BACHELOR OF ARTS IN HUMANITIES (JOURNALISM)

LeMoyné–Owen College, Memphis, TN (Summa Cum Laude), Dec. 2007

#### ASSOCIATE OF ARTS

Pulaski Technical College, N. Little Rock, AR (Highest Honors), May 2005

### Professional References

Tennessee Valley Authority  
Memphis Executive Director  
Mark Creech

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*Additional references available upon request*