



# Richard Wenz

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## BIO

I am a marketing/operations executive with international and domestic experience who knows how to leverage the strengths of the brand. I am as comfortable in the trenches as I am in the 'C' Suite and can do it with smoke & mirrors to multi-million \$ budgets. I have worked both agency and client sides for high-profile organizations such as JW Thompson, Doner, Ben & Jerry's, Jack In The Box, The Greatest Show on Earth (*RIP*), and others.

## EXPERIENCE

- 2017 - 2018**    **WWAY-TV - WILMINGTON NC**  
**Director, Marketing & Creative Services**  
Supervised Producers & Graphic Artists in development of promotions & commercial production while managing the brand.
- 2011 - 2019**    **WENZATTIC MARKETING - WILMINGTON NC**  
**General Manager**  
Operate marketing/PR consulting service to meet client's needs.
- 2004 - 2011**    **MOBILECARE2U - KANSAS CITY MO**  
**CMO / COO**  
Managed the overall marketing and operations for a growing dental/healthcare company that specialized in the Long-Term Care industry across nine states.
- 2002 - 2004**    **BEN & JERRY'S HOMEMADE INC - BURLINGTON VT**  
**Director of Global Brand Marketing**  
Managed marketing, advertising, promotions, and PR programs for the company's international brand. and introduced it into EU and SE Asia.
- 1993 - 2002**    **AMERIPHONE, INC. - GARDEN GROVE CA**  
**Vice President, Sales & Marketing**  
Managed the brand and product development for leading electronics manufacturing company in the assistive devices segment.
- 1983 - 1993**    **JACK IN THE BOX - SAN DIEGO CA**  
**Vice President, Field Marketing**  
Managed field marketing staff in nine remote offices in the planning & execution of corporate domestic and international marketing plans.

## REFERENCES

**Mike Sick**  
General Manager  
T: 858-342-0998  
E: m41mike@aol.com

**Alyssa Wales**  
President  
T: 310-663-9998  
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**Marie Demarais**  
Marketing VP  
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## CONTACT

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richard-wenz

## SKILLS

Copywriting	Project Management
Marketing Strategy	Videography
Web Development	Photography
Team Building/HR	Social Media
Public Relations	SEO/SMO
Event Planning	Crisis Management
Production	Business Planning
Client Management	Media Planning
Adobe CC	Graphic Arts
Mac / Windows OS	MS Office

## EDUCATION

National Taiwan University - Taipei, Taiwan  
BA, Business

University of Arizona - Tucson, AZ

## MILITARY

US Army - SP/4  
Honorable Discharge

## BOARD ACTIVITY

- \* **DREAMS of Wilmington**  
Board Member
- \* **San Juan Capistrano Symphony**  
Board Member
- \* **The Ocean Institute**  
Board Member