

Date: 06/01/2015

billywright@hotmail.com • Cellular 770-337-5510

Marketing Manager / Public Relations / Social Media & Event Coordinator / Recruiting**Summary**

Marketing Manager with 13+ years of experience specializing in local restaurant marketing, public relations and implementation. Solid business and sales background with extensive knowledge of marketing, public relations, customer relations, recruiting, event coordination, website development, social media implementation/promotion, sales, motorcycle dealership management/operations and restaurant/quick service operations. Successful at increasing net sales and repeat customer patronage through community involvement, event participation and other cost-effective programs. Highly successful in the useful merger of technologies, promotions and personal interaction with the local community to build sales. Pro level Photographer for over 20 years with the ability to document all promotional events in visual slideshows. See visual examples of over 800 local store marketing events and promotions in Georgia: <http://www.flickr.com/photos/billywright/sets>

Proven self-motivated self-starter, result oriented marketer with 35+ successful years of experience in sales, marketing and management. Energetic, open minded, tech savvy and ready to seize new opportunities and tackle fresh challenges with a positive attitude and dedication.

Experience**Tomco LLC (Sonic Drive-Ins), North Atlanta, GA**

8/2008 to present

Marketing Manager / Internet Webmaster / Public Relations Representative

- Responsible for Local Restaurant Marketing / Public Relations / Internet coordinator and webmaster / Public Events MC / Recruiting / Local advertising / Publications publisher / for 8 Sonic Drive-In restaurants located in 8 North-East Metro Atlanta communities.
- Designed and implemented a specific marketing plan for each store aimed at building positive sales growth. Enlisted restaurant managers and employees to actively participate in their individual store's program.
- Designed and published a website, <http://www.sonicnorthgeorgia.com/> for 8 Sonic Drive-In restaurants. Each has enjoyed progressive Georgia visitation and continuous upgrades
- Organize and conduct several local store marketing events such as Bike Nights, individual local school Spirit Nights, local school and community events on a weekly basis.
- Developed close working relationships with approx. 42 metro Atlanta High Schools, Middle Schools, Elementary Schools and Community Colleges and personally participated in school events weekly.
- Actively participated and or coordinated over 485 events for Metro Atlanta charitable organizations, Local Schools, Local sports organizations, city and community events, Sonic promotions and public service organizations during the past 46 months. (as of-July 2012)
- Local co-promotion participation with businesses such as Wal-Mart, Home Depot, Lowes, Coca Cola and local government county and city events, etc.
- Responsible for the design and publication of hundreds of original publications, coupons, newsletters, flyers and promotional specialty items that have been mass produced to promote all of the Tomco group's stores and products.
- Established positive working relationships with local recruiting services. Examples, Monster.com, AJC jobs, Yahoo Hot Jobs.com, Americas Job Bank, Local Career Centers, Atlanta Job Zone.com and conducted at least 15 Sonic Job fairs at local schools and universities.
- Photographed and documented all local events and promotions participated in and or organized by either Sonic Drive-In or the participating school, business, organization or government entity. Experienced Photographer with all equipment necessary to document marketing events and promotions.
- Personally provide a promotional trailer to transport to all local promotions. Provide DJ equipment and services, public address system, on site inflatable, costumes, children's games, specialty lighting, promotional banners and road signs.
- Active participation in monthly partners meetings focused on improving operations and local store marketing.
- Built web based marketing information and training for store managers and crew - http://www.sonicnorthgeorgia.com/index_files/lsmhome.htm
- Established and maintain Social Media presence for all locations with Facebook, Twitter and Linked In.

Georgia Event Photography, Cumming, GA 1/2005 to present
Photographer/Videographer/Image processing
 Pro level photographer/videographer that has documented and told the story in images of over 1000 local store marketing events in North Georgia.

Toyota Mall of Georgia, Buford, GA 11/2007 to 7/2008
Sales/Marketing Representative
 Automotive Sales Representative with a large dealership in North Georgia / Developed detailed electronic customer database and customer follow up system that created noteworthy customer satisfaction and referrals. Assisted in all dealership local store marketing efforts.

Cobb County Toyota, Kennesaw, GA 7/2007 to 10/2007
Sales Representative
 Automotive Sales Representative with a progressive dealership in North Georgia.

Jaco Foods, Inc. (Sonic Drive-Ins), North Atlanta, GA 2005 to 2007
Marketing Director / Recruiting Director
 Responsible for Local Restaurant Marketing / Public Relations / Internet coordinator / Public Events MC / Public relations / Recruiting new Employees / Local advertising and operational assistance for 4 Sonic Drive-In restaurants located in 4 North Metro Atlanta communities.

Jaco Foods, Inc. (Sonic Drive-Ins), Tuscaloosa, AL 2003 to 2005
Marketing Director / Recruiting Director
 Responsible for creating and implementing a Local Store Marketing Program / Public Relations / Recruiting new Employees / and Operational Assistance for 5 Sonic Drive-In restaurants in Tuscaloosa County, AL.

Jaco Foods, Inc., Columbus, MS 2001 to 2003
Asst. Manager (MIT) / Marketing Rep / Recruiter
 Asst. Manager of fast-food restaurant, (Sonic Drive-In), in charge of operations, crew management and scheduling. Traveled extensively and assisted in management of many of the other 23 Jaco group drive-ins located throughout the southeastern region.

Mitchell Chevrolet-Buick-Pontiac-GMC-Chrysler-Dodge, West Point, MS 1997 to 2001
Sales Representative / Webmaster
 Automotive Sales Representative with a progressive dealership in North Mississippi. Dealership internet webmaster, maintaining and updating automated inventories, sales programs and financial services.

Fitzner Pontiac-Buick-Cadillac, Columbus, MS 1994 to 1997
Sales Representative
 Automotive Sales Representative with a progressive dealership in Columbus Mississippi. Dealership training coordinator and Dealership direct mail coordinator.

Mitchell Chevrolet-Buick-Pontiac-GMC-Chrysler-Dodge, West Point, MS 1991 to 1994
Sales Representative / Internet Manager
 All duties are documented in the second term at this dealership listed above from 1997 - 2001.

Honda-Suzuki of Columbus, Columbus, MS 1978 to 1991
Owner / Operator / General Manager
 13 years as Dealer principal/owner of a successful Honda and Suzuki motorcycle dealership. Acted as General Manager, Service Manager, Sales Manager, Marketing Director and comptroller. Personally directed all dealership operations along with acquiring, managing and training an average of 11+ full time employees on staff at all times.

Skills

- Practiced Local Store Marketing Coordinator, 12+ years' experience as local store marketing manager for two separate companies that own 33 Sonic Drive-In restaurants located in GA, AL and MS.
- Experienced Recruiter; 12+ years recruiting for 33 Sonic Drive-In fast food restaurants
- Qualified Computer Skills; MS Excel, MS Word, MS Publisher, MS PowerPoint, MS Outlook, MS Digital Image, Photoshop, Lightroom
- Internet Webmaster; created, published and maintained over 10 full featured business websites for automotive dealerships, restaurants, motorcycle dealerships, furniture companies and entertainers
- Veteran Public Relations community representative and Customer Service Relations representative
- Experienced in all aspects of automotive and motorcycle dealership operations
- Experienced in all operation sections of Sonic Drive-In restaurants; management, fountain, kitchen, scheduling, etc.
- Document Publishing Capabilities; Newsletters, Flyers, Coupons, Manuals, Reports, Display ads, Web Pages, personalized Direct Mail
- Pro Event Photographer: digital and film, published over 55,000 images to the internet of promotional events in Georgia over the past few years that have documented over 5,500,000 individual views
- Experienced Automotive Sales Representative; 10 years of dealership sales experience In house computer network specialist; assure all in-house computers and terminals are functional and networking properly
- Experienced Motorcycle and Marine Sales Representative; 7,800+ units sold in a 13 year career as dealer principal (motorcycles, ATVs, boats, and personal water crafts)
- Trained Fast Food restaurant manager and assistant manager
- Practiced event coordinator; fundraisers, on lot promotions, automotive cruise-ins, motorcycle bike nights, car shows, sporting events, community events, charity events, high school and college events and experience as master of ceremonies
- For more information call 770-337-5510

Education and Training

- Sonic Drive-In restaurants**, Columbus, MS 2001
MIT (Manager In Training Program)
- Daimler Chrysler Motor Corp.** 1999
Certificate, Certified Sales Consultant (Gold Certification Award)
- Zig Ziglar Corp.**, Dallas, TX 1994
Certificate, Born to Win and many other in person seminars
After meeting Zig Ziglar (national motivation and sales trainer) and spending personal time with Mr. Ziglar and his family he successfully published 3 national articles about life-changing events that had occurred in my life. Articles can be forwarded by request.
- American Honda Motor Co.**, Alpharetta, GA 1980
Motorcycle Dealership Orientation Program Dealership operations, General Management, Service Management, Parts and Accessories Management, Certified Motorcycle Technician.
- Mississippi State University**, Starkville, MS 1979
General Business / Marketing
Due to the responsibility and growing financial success of the motorcycle dealership made decision to leave college during my senior year.
- Heritage Academy**, Columbus, MS 1975
H.S. Diploma

Personal Research and Education

During a 30+ year business life a collection of over 300 full length book titles have been read, comprehended and placed into action. Topics; Marketing, business, sales, motivation, public relations, customer service, management, etc.

