

# Aaron Leighton

CREATIVE MARKETING PROFESSIONAL

SPECIALIZING IN BRAND DEVELOPMENT, AND CREATIVE MARKETING

*Previous experience in publicity and entertainment, award-winning poet, MBA, and Magna Cum Laude Graduate, former Division-1 Water Polo Athlete and Coach*

Personal Portfolio for Writing, Art Direction, Graphic Design: [www.addendumhouse.com](http://www.addendumhouse.com)

## OBJECTIVES

Seeking marketing positions in entertainment, developing design skills and applications

(520)-444-1675

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## WORK EXPERIENCE

**Savanta** (Marketing Research)

(New York, NY)

**Creative Marketing Intern**

6/2022- 9/2022

- **Designed** visuals and wrote copy for marketing reports and campaigns for current clients, incorporating tone of voice.
- **Created presentation decks from research data** notable client list includes YouTube, New Orleans Saints, Pelicans, AmEx, AGMA
- Provided **visual direction** on company internal and external reporting, preparation of market and consumer data.
- **Wrote company press release** articles creating emphatic delivery of research and implications of findings.

**Wagner College**

(New York, NY)

**Assistant to the Director of Student Engagement**

1/2022-Current

- **Creation and Development** of Branding Guidelines for department
- **Raising online engagement** by 75% in first month through **targeted campaigning on social media platforms**
- **Promotion** for campus activities and events and department presentation
- **Design and oversight** of department marketing materials, institution newsletter, and channels of distribution along projected timeline to events.

**Vicious Buzz** (now Pytch)

(Los Angeles, CA)

**Publicity and Marketing Intern**

5/2018-8/2018

- **Designed parameters** for discovering new clients based on demographic strategy
- **Composed press releases** and copy writing for clients
- Creation of artist presentations and **press packets, handling of media assets** for major publications

**Atlantic Records**

(New York, NY)

**A&R Intern** (Pop/Rock)

1/2020-5/2020

- **Data tracking** of artist exposure, discovery of emerging talent and management of contact and relations
- **Communication** of events and city-wide venue scheduling totaling over 60 venues each week, **tracking industry trends** and song charting
- **Assisted** executives and department representatives with administrative tasks
- **Data collection and research** for ATCO Records label site launch, including historical records and credits for catalogues.

## EDUCATION

**MBA in Marketing**

Wagner College

May, 2023

New York, NY

**B.S. in Arts Administration**

Wagner College

May, 2020

New York, NY

## AWARDS

- **Jack Boies Writing Award-** 2017, 2018, 2020
- **Magna Cum Laude**
- **Honors Student**
- **Dean's List** 2016-2020
- **Mollica Family Business Research Grant 2022** (Research on Gendered Wage Gap based on Annual Aggregate Lifestyle Changes)
- **All-American Academic Team,** Water Polo, 2016-2020
- **All-American** 4x50 Relay 2016

**TECHNICAL SKILLS:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Applications, Social Media, Website Design (Wix, Squarespace), Photoshop, Adobe Suite, Adobe InDesign, Adobe Illustrator

**SPECIAL INTERESTS:** Writing, Music, Research, Piano, Guitar, Water Polo, Photography, Design