

ADRIANNE D. WILSON

CREATIVE DIRECTOR | BRAND STRATEGIST | VOICEOVER TALENT

CONTACT

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Portfolio [Adrienne D. Wilson | Creative Portfolio](http://AdrienneDWilson.CreativePortfolio.com)

PROFILE SUMMARY:

Visionary Creative Director with 15+ years of experience transforming brands through dynamic storytelling, innovative content strategy, and culture-forward campaign execution. Skilled in leading cross-functional teams, building B2B and B2C brand ecosystems, and delivering measurable results across digital, experiential, and traditional channels.

From roots to resonance – building brands that grow

LEADERSHIP COMPENTENCIES:

- Strategic Vision
- Executive Communication
- Cross-Functional Team
- Leadership
- Brand Voice Governance
- Mentorship & Talent
- Development
- Conflict Resolution &
- Stakeholder Alignment
- Partnership Development
- Community Engagement
- Strategy

WORK EXPERIENCE

Creative Director / Brand Strategist

Big Titty Rum & Rum Crafters Distillery

Remote | Belize

JAN 2018 - PRESENT

- Spearheaded full-scale brand development (visual, verbal, digital voice) of Big Titty Rum.
- Led omnichannel content strategy and customer experience design, driving brand visibility and loyalty.
- Built and directed the full website UX, e-commerce store, email marketing, and conversion funnel from the ground up.
- Oversaw bar, restaurant, and retail operations; directed merchandise and gift shop sales strategy.
- Advised Rum Crafters on positioning, messaging frameworks, and audience engagement strategies.

TECHNICAL SKILLS:

Adobe Audition, Canva, CapCut,
Google Workspace, Shopify,
Wix, Meta Business Suite, Zoom,
Email Campaign Tools, Social
Media Scheduling Platforms,
ChatGPT, Printful

Digital Marketing Consultant & Content Strategist

CDS Concierge | Remote

Jan 2020 - Dec 2022

- Created and executed digital strategy for high-end residential properties
- Produced monthly newsletters and managed content calendar
- Advised business owner on branding, engagement, and resident communications

CORE STRENGTHS:

- Creative Strategy
- Brand Identity
- Campaign Development
- Voiceover & Audio Branding
- Content Architecture
- B2B & B2C Marketing
- E-commerce Optimization
- Social Media Strategy
- Experiential & Event Marketing
- AI-Enhanced Workflow
- Public Speaking

SELECTED HIGHLIGHTS

- Developed iconic voice and experiential strategy for Big Titty Rum brand.
- Featured in the college textbook *Performing Personalities* for trailblazing radio storytelling.
- Produced audio branding assets used across mobile apps, podcasts, and national campaigns.
- Designed and led community-based garden programs adopted by city governments.
- Award-winning gourd artist featured in juried shows and cultural exhibitions.

EDUCATION

NORTH CAROLINA STATE

- Advanced Horticulture Certification
Sept 2012 – May 2014

Owner & Voiceover Artist / Audio Branding Specialist

OYA! Enterprises | Remote Jan 2005 – Present

- Built and maintained a personal voiceover brand with representation from multiple agencies
- Served as the signature voice for Radioscope, EURweb, and Dollar General in-store retail campaigns
- Voiced and produced two published audiobooks available on major platforms.
- Delivered branded content for commercial, e-learning, podcast, and mobile game clients—including Merge Gardens (as “Rita”)

Radio Host / Promotions & Content Lead

102 JAMZ | 100.5 The Vibe | SiriusXM | Greensboro, NC |
Hampton Roads, VA | Remote Feb 2004 – Present

- Led the station's #1 midday show for over a decade—delivering the highest and most consistent ratings in station history
- Oversaw web content as 10-year Webmaster, directing blog output for on-air talent and managing site engagement strategy
- Secured and maintained a 10-year brand partnership with Cricket Wireless as a trusted voice and brand ambassador
- Mentored and managed interns for 15+ years, building a talent pipeline for radio and media roles
- Partnered with promotions to develop and elevate major station events, optimizing brand impact and listener engagement
- Launched independent community initiatives beyond station campaigns, reinforcing station presence and public trust
- Produced commercial spots, promos, and branded audio imaging for national and regional campaigns

Horticulturist/ Community Creative / Garden Manager

Greensboro Parks & Rec | Greensboro Beautiful | Foot Outreach Garden | NC & VA JUN 2010 – JAN 2023

- Curated the Caldwell Education Garden, designing seasonal layouts and leading public workshops
- Designed and maintained public gardens in collaboration with Greensboro Parks & Rec
- Managed a community garden serving the Mobile Market initiative, targeting food deserts and underserved neighborhoods
- Led garden operations for FOOT Outreach, using horticulture to support youth behavioral health and life skills
- Developed educational experiences, grant presentations, and volunteer engagement strategies