

Robert Wilkinson II

Promotion Manager at Draper Media | Master of Science – Management
Millsboro, Delaware

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Summary

Results-driven professional with over 12 years of experience leading cross-functional initiatives across television, radio, and digital platforms. Proven ability to build relationships with diverse stakeholders, manage complex project lifecycles, and drive successful product commercialization from concept to client delivery. Demonstrated expertise in strategic planning, process optimization, and fostering alignment across departments to meet organizational goals and timelines.

Key Skills

- Cross-Functional Team Leadership & Stakeholder Alignment
- Project Lifecycle Management & Execution
- Strategic Planning & Process Optimization
- Event Planning and Staff Coordination
- Product Launch & Commercialization Support
- Internal & External Communications
- Client Relationship Management
- Resource Coordination & Schedule Management
- Change Management & Risk Escalation

Education

Wilmington University

Master of Science - MS, Management with a concentration in Communication (2019 - 2021)

Salisbury University

Bachelor of Arts - BA, Communication with a concentration in Media Production (2009 - 2011)

Experience

Promotions Manager

Draper Media | May 2023 - Present | Milton, Delaware, United States

- Led Major Rebranding of CoastTV: Directed the rebranding of WRDE Coast TV to CoastTV, creating a modern, engaging brand identity. Collaborated across departments to develop a fresh logo and compelling news graphics, resulting in enhanced brand recognition and viewer engagement.
- Strategic Marketing Initiatives: Managed multi-platform marketing initiatives across TV, radio, and digital platforms to drive ratings and revenue growth. Conceptualized and executed promotional campaigns, enhancing public awareness and positive perception of the stations.
- Creative Production and Digital Strategy: Produced high-quality programming spots, special promotions, and PSAs. Developed and coordinated digital strategies to boost the station's presence on social media and websites, augmenting viral marketing efforts.
- Community Engagement and Sponsorships: Elevated CoastTV's community presence through active sponsorships and event participation, fostering stronger relationships with viewers and local organizations.

- Cross-Departmental Collaboration: Worked closely with News, Sales, and Graphic Design teams to align promotional efforts with station goals, ensuring cohesive brand messaging and a unified marketing approach.

Key Achievements:

- Successfully executed a comprehensive rebranding initiative, solidifying CoastTV's market presence.
- Enhanced Draper Media's community involvement, increasing audience engagement and opening new avenues for growth.
- Assisted in the growth and successful implementation of DSN+ through strategic cross-departmental collaboration and targeted promotional support.

Senior Promotions Producer

Draper Media | February 2021 - May 2023 | Salisbury, Maryland, United States

- Developed Strategic Marketing Plans: Assisted in the creation and execution of detailed marketing plans for Draper Media's television and radio stations, focusing on enhancing brand visibility and increasing audience engagement. Developed creative concepts that aligned with the station's goals and market positioning.
- High-Quality Content Production: Produced compelling promotional content, including news spots, PSAs, and station imaging, utilizing advanced skills in scriptwriting, video production, and editing to drive viewership across multiple channels.
- Cross-Platform Promotion: Leveraged multi-platform strategies to promote station events, special programming, and local news, ensuring consistent messaging and branding across TV, radio, and digital platforms.
- Collaboration and Team Leadership: Collaborated with internal departments such as News, Sales, and Creative Services to align promotional efforts with station objectives. Provided guidance and support to junior producers, enhancing the overall effectiveness of the promotion team.

Creative Services Producer

Draper Media | June 2012 - February 2021 | Salisbury, Maryland, United States

- Promoted New Stations and Products: Played a key role in promoting the launch of new stations and products, working closely with the Director of Creative Services and General Manager to develop campaigns that increased viewership, listenership, and digital engagement.
- Creative Production and Editing: Wrote, shot, and edited a wide range of content including commercials, promotional spots, and program teasers. Utilized Adobe Premiere, After Effects, and Photoshop to produce high-quality visual content that aligned with branding standards.
- Client and Account Executive Collaboration: Worked directly with Account Executives and clients to develop marketing, branding, and production concepts aimed at increasing client business. Managed production meetings, ensuring timely execution of scripts, shoots, and post-production editing.
- Brand Alignment and Network Promotion: Coordinated with TV networks and syndicators to localize and enhance the promotion of syndicated shows, boosting ratings and aligning with the station's brand strategy.
- Managed Internship Program: Recruited, selected, and supervised interns, providing them with hands-on experience in television production, scriptwriting, and marketing, contributing to the development of future industry professionals.