


KENT J. BROCKWELL

COMMUNICATIONS + CREATIVE LEADERSHIP

CONTACT

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BOARD & COMMUNITY LEADERSHIP

HARP RVA
Advisory Board - Communications

RICHMOND AREA MEN'S RUGBY ALUMNI FOUNDATION
Board Member - Communications

HOUSING FAMILIES FIRST
Advisory Boards - Communications & Philanthropy

AWARDS

2023 AD PERSON OF THE YEAR
Advertising Club of Richmond

18 TELLY AWARDS
Categories include Use of Humor, Writing, Social Video, Public Service/PSA, Health & Safety, Lifestyle Video, Broadcast, Non-Broadcast, Low Budget, and Online Video (2017-2023)

PRNEWS NONPROFIT AWARD
Recognition for work on Housing Families First's Opening Doors For Families Capital Campaign, which achieved a \$4.4 million fundraising goal (2023)

PRSA RICHMOND COMMONWEALTH AWARD OF EXCELLENCE
Recognition for work on Virginia's Office of the Attorney General's Respect Richmond campaign relaunch, which resulted in a 50% reduction in homicides (2019)

36 TOTAL AWARDS & HONORS FOR MARKETING, ADVERTISING & PR FROM 2015-2023

PROFILE

Driven and accomplished Communications Director with a proven track record of success in copywriting, strategic planning, public relations, crisis communications, and SEO initiatives. Skilled in leading teams, managing projects, and delivering results. Committed to driving brand success and elevating corporate communication strategies. Honored to be named 2023 Ad Person of the Year by the Advertising Club of Richmond.

EXPERIENCE

COMMUNICATIONS DIRECTOR

Madison+Main | Richmond, VA | July 2016 – Present

- Lead a team of copywriters in conceptualizing and executing award-winning communication strategies for 35+ clients across diverse industries.
- Develop compelling content for print, online, social media, broadcast, email campaigns, and other platforms.
- Coordinate public relations efforts, including media relations and press coverage.
- Successfully manage crisis communications and navigate challenging situations.
- Drive SEO initiatives to enhance brand visibility and digital presence.
- Collaborate with internal stakeholders to align communication strategies and business goals.
- Cultivate relationships with key media outlets and industry influencers.
- Spearheaded successful campaigns for notable clients including A. Smith Bowman Distillery, Better Business Bureau, Bold Rock, COMPASS Entertainment Complex, CowanGates, Dale Carnegie Training, DRIVE SMART Virginia, Virginia's Office of the Attorney General, and more.
- Consistently delivered engaging and impactful content across print, OOH, radio, web, social media, and television platforms.
- Led a small but highly effective team of copywriters and interns, fostering a collaborative, supportive, and results-driven work environment.

CO-FOUNDER & PARTNER

FlwrPwr | Richmond, VA | July 2021 – Present

- FlwrPwr is a branding, marketing, and PR agency that gets results for emerging cannabis companies and brands in Virginia (Operates as a cannabis-specific sub-brand of Madison+Main)

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COMMUNICATIONS + CREATIVE LEADERSHIP

SKILLS

Spokesperson
Media Relations
Client Presentations
Press Coverage
Digital Media
Online Advertising
Video Concept Creation
Social Media Strategy
Internal Communications
Branding & Identity
B2B Marketing
B2C Marketing
Communications Planning
Marketing Strategy
Content Strategy
Trade Show Planning
Google Analytics
Digital Marketing
Team Management Press
Releases
Crisis Communications
Leadership
Strategic Communications
Web Content Development
Welding (MIG, Oxy, Stick)
Bail Enforcement
Skip Tracing

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Mass Communications - News
Editing

COLLEGE OF CHARLESTON

Mass Communications

J. SARGEANT REYNOLDS COMMUNITY COLLEGE

Welding

EXPERIENCE

CONCEPTUAL COPYWRITER (VIA AQUENT)

Allianz Worldwide Partners [@Allianz.com](#) | [@AllianzUSA](#) Oct. 2015 - July 2016

- Collaborated closely with the in-house creative team to develop and produce marketing collateral for internal departments and external travel partners.
- Contributed ideas and creative concepts to multiple projects, including outdoor marketing, print ads, social media content creation, website creation and UX optimization, trade show marketing, and sponsored event planning.

SENIOR COPYWRITER

Create Digital [@Create.com](#) | [@CreateUSA](#) March 2014 - Oct. 2015

- Accountable for fostering a collaborative work environment that emphasized the importance of connecting major brands with their customers in the digital realm.
- Played a key role in multiple projects involving concept creation for video scripts (Vine, YouTube, and Google), email campaign strategies (MailChimp, ExactTarget, Act-On), social media content creation (paid and native), website creation, and on-location live event content production (Mayweather-Maidana Showtime fight, MTV Movie Awards, Syfy, etc.).
- Contributed to in-house marketing efforts, including a website overhaul in 2014.
- Received multiple local and national awards for the successful #HalfFast Holiday Vine campaign for Verizon FiOS.
- Managed a diverse brand portfolio, including Verizon FiOS, Showtime, HBO, Viacom, NBC Universal, Liberty Tax, KinderCare, Southern States, CapCenter, UNOS, and more.

EMAIL COPYWRITER (VIA AQUENT)

Capital One [@CapitalOne.com](#) | [@CapitalOneUSA](#) April 2013 - March 2014 & Aug. 2009 - Jan. 2012

ELECTRONIC COMMUNICATIONS SPECIALIST

Getloaded [@Getloaded.com](#) | [@GetloadedUSA](#) Feb. 2012 - April 2013

SENIOR COPYWRITER

Circuit City [@CircuitCity.com](#) | [@CircuitCityUSA](#) Sept. 2008 - Jan. 2009

CO-EDITOR

Richmond.com [@Richmond.com](#) | [@Richmond.comUSA](#) Feb. 2006 - Aug. 2008