





# KENT J. BROCKWELL

COMMUNICATIONS + CREATIVE LEADERSHIP

## CONTACT

-  804-349-8251
-  kent.brockwell@protonmail.com
-  linkedin.com/in/kentbrockwell
-  Richmond, Virginia
- kentbrockwell.com

## 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

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 set a \$4.4 million fundraising goal that was reached three months ahead of deadline (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 and a 30% decrease in total violent crimes (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.

## 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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## SKILLS

Spokesperson  
Media Relations  
Presentations  
Press Coverage  
Digital Media  
Online Advertising  
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  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  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  April 2013 - March 2014 & Aug. 2009 - Jan. 2012

### ELECTRONIC COMMUNICATIONS SPECIALIST

Getloaded  Feb. 2012 - April 2013

### SENIOR COPYWRITER

Circuit City  Sept. 2008 - Jan. 2009

### CO-EDITOR

Richmond.com  Feb. 2006 - Aug. 2008