

RUSTY WRIGHT

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PROFESSIONAL SUMMARY

Communications, community engagement, and relationship management professional with 19+ years of experience connecting people to organizations, experiences, and ideas across nonprofit, association, agency, and entrepreneurial environments. Proven success building trusted relationships, developing audience-focused communications, coordinating events and engagement initiatives, and using storytelling to strengthen awareness and participation. Experienced in managing complex projects and collaborating across clients, partners, volunteers, vendors, and organizational leaders.

CORE COMPETENCIES

Strategic Communications & Storytelling • Community & Stakeholder Engagement • Relationship Management • Content Development • Event & Engagement Coordination • Partnership Development • Social & Digital Communications • CRM & Database Management • Cross-Functional Project Leadership • Brand & Audience Experience

TOOLS & PLATFORMS

Microsoft 365 • Personify CRM • Pixieset • Squarespace & WordPress • Mailchimp • Adobe Creative Suite • Slack • Asana

PROFESSIONAL EXPERIENCE

Founder & Creative Director

The Waldron Photograph Company | Overland Park, Kansas
2010–Present

- Built a relationship-driven creative services business serving 700+ clients, growing annual revenue from \$26,000 to more than \$150,000 at its peak while generating nearly all new business through referrals and long-term relationships.
- Cultivated trusted client relationships from initial engagement through project execution, delivery, and follow-up, creating personalized experiences that encouraged repeat business and advocacy.
- Developed visual stories and marketing content that translated client goals and experiences into compelling audience-focused communications while maintaining consistent brand standards.
- Coordinated 700+ projects across clients, agencies, vendors, venues, contractors, and creative partners while managing communications, schedules, budgets, deliverables, CRM records, and changing priorities.

Co-Founder

Bonfire Create Space | Mission, Kansas
2013–2019

- Co-founded and grew a collaborative coworking community through member engagement, programming, communications, and partnerships with local businesses, nonprofits, and community organizations.
- Cultivated external relationships that expanded community awareness, attracted participants, supported programming, and created opportunities for ongoing collaboration.
- Planned and executed networking events, educational programs, and community gatherings, coordinating communications, partners, promotion, logistics, and on-site experiences.
- Managed member and partner communications, gathered feedback, facilitated connections, and adapted programs and offerings to strengthen engagement and the overall community experience.

Association Manager

Allen Press | Lawrence, Kansas
2007–2011

- Served as the primary liaison for nonprofit and professional association clients, supporting member engagement, communications, conferences, publications, board activities, and organizational initiatives.
- Built relationships with association executives, board and committee members, volunteers, members, vendors, and internal teams through responsive communication, problem-solving, and consistent follow-through.
- Coordinated communications, publications, conferences, professional development programs, and board and committee activities involving multiple stakeholders and time-sensitive deliverables.
- Maintained membership databases, organizational records, reports, and stakeholder communications while responding to member needs and supporting effective engagement across association activities.

EDUCATION

Bachelor of Science in Marketing

University of Kansas
December 2006