

DAVID A. WILSON

Ideacrafter. Creative Enabler.



IDEACRAFTER: I am a seasoned entrepreneur, creative marketing professional and thought leader with thirty years of applied experience. I am a storyteller and communicator focused on business growth through building honest and lasting client relationships.

CREATIVE ENABLER: I help ideas flourish and come to life. Bringing difficult concepts into broad appeal and understanding is a skill I have demonstrated throughout my career. Plugging me into the project's critical early steps or injecting me into your team to encourage green-light thinking is a benefit I bring to every opportunity.

AN ARTIST: I am a musician, songwriter, voice talent and producer that has worked commercially and performed artistically throughout the United States with many projects developed for international appeal. I am a firm believer that "Art Heals" both the artistic participant and consumer alike. The level of artistic inclusion in an individual or community has shown quantifiable correlation to happiness and success.

PROFESSIONAL SKILLS & CAPABILITIES:

- Internal & External Communications
- Client & Account Management
- Brand Development
- Start-up Business Consulting
- Project Management
- LEED Communication Specialist
- Crisis Mitigation & Messaging Control
- Graphic Design Professional
- Team Building & Third-party Integration
- Relationship & Business Development

University of Kentucky - 1992
Marketing Communications

The Recording Workshop Music
and Audio Engineering and
Production School - 1993

P. 859.533.3823 e. wilson.ideacraft@gmail.com

March 2024 - June 2025: The Botany Bay, Lexington, Ky

Sales Team & Marketing Director/Brand Manager of this successful chain of smoke shops, guiding the brand into legalization. Directed the development and branding of BAYMED, our Kentucky Medical Cannabis Card Clinic.

2006 – Present: Tuska Studio, Lexington, Ky

Consulting Creative Director developing educational programs focused on healing through the arts. Developed and wrote *"Be A Lion: Art will show you how!"* with Jim Henson Cartoonist, Guy Gilchrist. The studio curates exhibitions and provides artistic relief to children in crisis through *OperationLionDrop*.
Tuska.com

August 2013 - 2020: Bart Mahan Maverick Ventures, Richmond, Ky

Consultant, Ideator & Brand Developer for this independent venture capital start-up business group. Relied upon for key executive decisions in the creation, launch and incubation of various businesses.

April 2009-December 2015: Yonder Interactive Neighborhoods, Lexington, Ky

Founder, Network Strategies Director of Business Development / Contract Writing / Project Management / Multi-media Producer / Copywriter / Brand and Marketing Manager. Yonder Interactive Neighborhoods is a creative marketing and custom communication solutions company focused on sustainability education and behavior change (SEBC) in groups and communities. Prior to my departure, Yonder achieved this through the use of custom branding, multi-media campaigns, emerging digital technologies and interactive touch screen systems. Clients included City-wide Nashville Davidson County, Kenyon College and the University of Kentucky.

June 2003-February 2010: Elevation Creative Studios, Lexington, Ky

Partner, Business Development, Strategy Consultant Elevation successfully provided award-winning creative, branding, marketing and advertising services for such clients as The United States Olympic Committee, Graham Beck Wines of South Africa, Broken Earth Wines of Australia, The International Spa Association, National Tour Association, Quest International Users Group, Big Ass Fans, University of Kentucky and The Kentucky State Governor's Mansion.

August 2001-June 2003: Corman and Associates, Lexington, Ky

Marketing Director This national custom store fixture, exhibit and display manufacturer serviced clients such as Walt Disney World, Tempur-pedic, Lay-Z-Boy, Reebok, Hershey Park, Ralph Loran, Buffalo Trace and Pebble Beach Resort

January 2001-June 2001: Travelago.com, Lexington, Kentucky

Director of Business Development & Client Relations - Clients included: Yahoo, AOL, Travelocity, CNN.com and Scripps Howard. Funding removed June 2001.

May 1999-January 2001: eCorporation, Lexington, Ky

Business Development, Project Manager for this e-business incubator that evaluated business proposals in search of funding during the "dot.com" boon.

May 1996-May 1999: Carl's Music Centers of Lexington, Ky

Inventory Manager, Buyer, Marketing Director responsible for the purchasing and warehousing of annual inventory. Marketed the business during the emerging years of the internet and developed their direct mail marketing campaigns. Produced and directed promotions, clinics and special events.

August 1990-August 1995: Park Communications, WTVQ-TV, Lexington, Ky

Audio Director/Producer for live audio production, commercial & special programming production. Performed as Audio Engineer for such ABC Network programming as America's Funniest People, ABC Sports and ABC News.

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A FEW KIND WORDS:

"When it comes to recommending Dave Wilson, it's almost unfair to be limited to a few attributes. In addition to providing (1) Great Results, (2) being Personable, (3) an Expert, he is also (4) a Good Value, (5) Punctual, (6) has a High Degree of Integrity and, of course, is (7) Creative beyond belief. In first working with Dave Wilson per the recommendation of another, my company chose him for future work over options all across the world. In fact, companies we served from South Africa and Australia favored the quality of his work and his personable ways. In fact, Dave would spend the daytime hours working on the projects with his team and the midnight hours speaking with the companies in their respective countries around the globe. This is a part of the customer service he provides. I have used him for work in the television, print, and visual media. His work has been displayed in New York, Boston and the Atlanta metro markets. I highly highly recommend Dave Wilson. In fact, I have comfortably bet my career on it."

Gabriel Sperber

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"I truly enjoyed the time I had working with Dave. Dave managed a team of developers and programmers that were always working on multiple projects and managing many initiatives.

I admire how he was able to successfully manage the priorities and responsibilities laid out in front of him and his various teams. He would always seem to accommodate my needs and project requests without compromising other projects and deadlines he was meeting on a daily basis."

Michael Dant

Director of Sales at YPurchasing Group

Ginny Saville: Owner

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Seth Tuska

Legacy Director
TUSKA STUDIO
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Joel Katte

Educator, Writer, Speaker & Education Consultant
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