

T.J. CESARZ

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CORPORATE COMMUNICATIONS & MARKETING PROFESSIONAL

Creative, collaborative, and innovative communications/event management professional with 20+ years managing cross-functional creative teams to guide the creation of compelling stories and experiences for varied audiences. Record of building event programs from the ground up and leading cross-departmental teams in a fast-paced environment during periods of rapid growth. Exceptional writer and creator of marketing programs; excels at leveraging traditional and high-tech/high-visibility campaigns. Adept at spearheading innovative projects from initiation to completion, within set timeframe and budgetary limitations. Consummate communicator, with skills to cultivate lucrative relationships across all levels of executive management and stakeholders.

AREAS OF EXPERTISE

COPYWRITING & EDITING • SEO STRATEGY & OPTIMIZATION • DIGITAL CONTENT CREATION • BRAND STORYTELLING
CORPORATE COMMUNICATIONS • AI TOOLS FOR CONTENT CREATION • PUBLIC RELATIONS WRITING
MARKETING COLLATERAL DEVELOPMENT • GHOST WRITING & EDITORIAL CONSULTING

PROFESSIONAL EXPERIENCE

GOLDLAW – WEST PALM BEACH, FL

2022 - PRESENT

SEO Content Specialist & Copywriter/Public Relations Manager

Create and edit content for all GOLDLAW publishing platforms including websites, blogs, print/electronic newsletters, social media and all company marketing collateral.

- Collaborate with cross-functional teams to create SEO-optimized content strategies that align with firm marketing goals.
- Spearhead successful campaigns with company PR agencies that strengthen brand visibility and provide firm legal staff and executives with print/electronic media opportunities.
- Implement advanced AI tools (ChatGPT/Dall-E, Gemini, Co-Pilot) for legal research, analysis, and content automation.
- Serve as the CEO's writing consultant and ghostwriter, producing thought leadership content, op-eds, and speeches.

WELLS PHARMACY NETWORK (WPN)/FACTOR HEALTH MARKETING – WELLINGTON, FL

2021 – 2022

Senior Communications Manager & Copywriter

Managed copywriting and communications for all marketing, sales, and promotional efforts for entire portfolio of Wells companies, including Wells Pharmacy Network, Wells Pharma, Wells Pharmacy Vet, and Factor Health Marketing. Continually updated client-centered industry trends to implement new marketing innovations. Built “best message” protocols for WPN goods/services in close coordination with associated teams.

- Successfully elevated company profiles through development of new print collateral, websites, social media presence, blogs, press releases, and corporate communication programming.
- Created new product description content that increased lead generation for sales teams by 125%.
- Led product development and market placement for over 150 SKUs.
- Developed content that elevated website traffic by 80%, and increased social media followers by 40%.
- Completed 15 successful new product launches in 2021 after implementing new strategic plans.

ICBD HOLDINGS, LLC – WEST PALM BEACH, FL

2019 – 2020

Director of Corporate Communications

Led copywriting team that created all marketing and communications collateral for a variety of businesses including substance abuse recovery facilities, and real estate management, public adjusting, and medical billing entities.

- Coordinated closely with creative team and clients to generate new marketing/sales programs, develop new concepts, and establish creative communications platforms.
- Utilized business analytics to prioritize SEO to offer highest ROI to clients based on marketing/promotional initiatives.

MARKETING CONSULTANT/FREELANCE WRITER – LAKE WORTH, FL

2016 – 2019

Owner and Business Founder

- Provided marketing services, including development of digital, social media, email, and traditional marketing programs for clients in the sports/recreation industry.
- Supported/promoted best-selling global soccer book, *Thirty-One Nil*, by James Montague.

Partner/Co-Founder, VP Marketing/Event Operations

Developed and executed cutting-edge, market-specific grassroots sports programming.

- Led strategy, development and execution of cutting-edge, market-specific sports and recreational events.
- Co-Founded Colavita Motivation Man ½ Iron and Olympic Distance Triathlons, first held in June 2012, becoming 1st multi-sport events to take place in downtown West Palm Beach, FL, attracting 661 competitors. Organized event in less than 5 months, securing \$75K+ in corporate and in-kind sponsorship.
- Established partnerships with city-county agencies, including: police, fire/rescue, Florida Department of Transportation, Tourist Development Council, Convention & Visitors Bureau, & Palm Beach County Sports Commission.
- Spearheaded operations of several established events in Florida, including the Mercedes-Benz 20th Anniversary FAU Wellness Triathlon, 2nd Annual Mercedes-Benz “Rock the Run” 5K, Rohto Ironman 70.3 Miami, and Columbia St. Augustine Marathon.

OTHER NOTEWORTHY ACCOMPLISHMENTS

- Specific expertise in the sports marketing/business industry, that includes 20+ years of experience in event management and grassroots recreation with a focus on developing/implementing partnerships, developing and executing marketing/promotional campaigns, and creating 400+ events across several athletic platforms.
- Researched and wrote *Game On: The Power of the Sports Marketing Deal*.
- Have had 20+ articles about the sports/events marketing business that appeared in various industry publications.
- Developed the curriculum, syllabus, and class materials for HA306: Sport Special Topics: Event Management & Operations, a sports management course at Lynn University I taught under the tutelage of Dr. Chad Barr.

PUBLICATIONS

GAME ON: THE POWER OF THE SPORTS MARKETING DEAL, (Tebon Publishing, 2011)

- A look at the grassroots sports marketing industry via in-depth case study of Exclusive Sports Marketing, Inc., one of the pioneers in the creation and development of recreational sports for the masses in Florida and the Southeast
- Details 20 years of sports marketing and event management experience
- Also published 20+ articles about sports/events marketing in various industry-related publications

CERTIFICATIONS

- Fundamentals of Digital Marketing (Google Digital Garage, 9/27/2020)
- Google Analytics for Beginners (Google Analytics Academy, 9/24/2020)

EDUCATION

- Bachelor of Science, Sports Medicine/Athletic Training – Marietta College, Marietta, OH
- Master of Education, Sports Management/Administration – Springfield College, Springfield, MA
 - 30+ hours completed toward M. Ed.