

# Trenzio Turner

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## Core Skills

Marketing Strategy  
Behavioral Economics  
Agency Operations/Design  
Business Objective Alignment  
Strategic Planning/Implementation  
Contract Management/Negotiation  
Interpersonal Communications  
Staffing/Career Development  
Public Speaking

## Recognition

Agency of the Year,  
*Greater Austin Black Chamber*  
2-time Mosaic Award Winner, *AAF*  
Agency of the Year, *Black Enterprise*  
Leadership Award, *US Black Chmbr*  
Man of the Year, *Ebenezer Baptist*

## Category Experience

Auto  
Tourism  
Education  
Telecom/Wireless  
Consumer Services  
Military Recruitment  
HVAC Technology  
QSR + FC Dining  
Online Dating  
Non-Profit  
Retail

## Appearances

*Creatives Meet Business*  
*Texas Association of Business*  
*American Mktg Assoc – Houston*  
*Ctr for Sports Leadership & Innov*  
*University of Texas at Austin*  
*HBCU Battle of the Brains*  
*Tarleton State University*  
*Texas State University*  
*GoGreen Conference*

Purposeful marketing leader with a wide range of advertising, brand and audience expertise. Strengths include strategic planning, operational management and tactical deployment. Additional skills consist of relationship-building, negotiating and empathy-based leadership.

## Wunderman Thompson Vice President/Client Services

11/20-4/21

- Lead executive for business development and oversight of client services
- Established departmental vision, structure and workflow parameters across the agency
- Incorporated project management to enhance output and build continuity

## Sanders\Wingo Executive Vice President/Partner

3/05-12/18

- Executed the vision for 65% of agency revenue over 10 consecutive years
- Designed and led cross-functional agency structure, doubling billings to \$111MM
- Led contract negotiations growing revenue 20% (YOY) for 8 consecutive years
- Fostered largest-ever staff expansion; from team of 42 to 94 within 4 years
- Established best practices for agency business development, overseeing the implementation of value-based pricing
- Developed *The Why Initiative*, a think tank summit exploring the role of behavioral science in today's marketplace
- Launched *Behavioral Science Lab* as board member and investor

## Vice President | Account Director | Account Supervisor

- Implemented comprehensive research strategies, yielding YOY share gains and award-winning creative for *AT&T*
- Cultivated *GM/Chevrolet* integrated programs through influencer strategies, connected consumer experiences and ongoing optimization
- Expanded planning depth to deliver progressive consumer insights and business solutions for C-level clients (*MINI USA, KFC, AARP*)
- Enhanced *Austin Independent School District* strategic approach by integrating behavioral economics into the overall framework
- Fostered alignment of client objectives and agency growth and development goals
- Established workflow parameters and onboarding to ensure client/agency success
- Served as account lead for business development team

## GSD&M

5/00-3/05

## Account Manager | Media Planner

- Managed all creative production for *On The Border* restaurants in all markets
- Collaborated on consumer strategies and creative development for *Lennox Industries*
- Executed multi-platform branding campaign for *United States Air Force*, maintaining synergy with ongoing recruitment efforts while attracting industry buzz and recognition
- Developed, managed and executed local/national media strategies for *AT&T, USAF*
- Responsible for planning and maintaining \$25MM+ across multiple clients and products, ultimately accountable for over \$75MM in media billings
- Designed and presented competitive analysis and research for key stakeholders
- Recognized as an agency rising talent and selected for specialized training

## Education

BBA, Marketing with Communications and Management Minors 2000  
Tarleton State University  
Graduate, Leadership Austin *Essential Class* 2017

## Community

University of Texas at Austin, MS Marketing Advisory Council  
Becker Elementary, Community Advisory Council  
YMCA Austin (East Communities), Board Member  
Greater Mt. Zion Baptist Church, Greeter & Marriage Ministries  
AISD + GMZ, Student Mentor