



WAYMON HUDSON

I help brands grow by turning strategy into story, and story into action.



CONTACT

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SKILLS

- Brand Strategy
- Campaign Development
- Omnichannel Marketing
- Retention & Loyalty
- Lifecycle Strategy
- GTM Planning
- Marketing Automation (Salesforce, HubSpot, Marketo)
- CDP/CRM
- Personalization
- Team Leadership
- DEI Messaging
- Media Relations
- Analytics & KPIs
- Agency Management



EDUCATION

- Golden Gate University
- B.A. Business Management, Marketing
- Summa Cum Laude
- 4.0 GPA
- Dean's List

EXECUTIVE SUMMARY

Bold, data-driven marketing executive with 20+ years of experience leading award-winning omnichannel campaigns, driving customer loyalty, and fueling brand growth across B2C, B2B, and public impact sectors. A creative strategist fluent in emotional resonance, CX transformation, and performance marketing. Known for turning strategy into story, and story into action. A Deaf, queer executive, late-deafened as an adult, whose perspective on communication has never been theoretical.

Expertise: Brand Storytelling · GTM Strategy · Lifecycle Marketing · Personalization at Scale · CX & Retention · Inclusive Leadership · AI in Marketing

EXECUTIVE MARKETING LEADERSHIP EXPERIENCE

Sep 2022 – Present
Remote

Director of Customer Communications & Retention Frontier Communications, a Verizon Company

- Led the Affirmation retention campaign, a relationship-first lifecycle strategy that cut churn 12% against a randomly assigned holdout and produced the lowest monthly churn in two years, using no discounts, save offers, or promotional credits, with margin and customer lifetime value protected
- Fueled record revenue growth and industry-best NPS by transforming customer communications into a high-performance, omnichannel engine
- Drove 903% engagement lift with gamified, personalized campaigns across email, SMS, push, in-app, and print
- Increased loyalty program enrollments 6x; improved CLTV and reduced churn through behavioral triggers and automation
- Cut campaign dev time 36% by overhauling creative workflows and approvals
- Scaled Salesforce Data Cloud + Movable Ink + Swrve to power journey-based messaging and segmentation
- Supported enterprise-level CX communications strategy through the \$20B Verizon merger
- Led LGBTQIA+ & Disability ERG campaigns, raising HRC Equality Index score from 5 to 85 in one year

May 2021 – Sep 2022
Remote

Director of Marketing Communication Service for the Deaf (CSD)

- Built an inclusive, scalable marketing engine that grew engagement by 350%
- Co-created and launched Health Signs, the first telehealth platform connecting Deaf consumers with ASL-fluent providers, work at the intersection of my professional expertise and lived experience as a Deaf executive
- Led a 200+ person cross-functional remote team across digital, content, creative, PR, and media
- Reimagined GTM strategies for public sector programs and B2B services using SEO, SEM, webinars, and paid media
- Secured new state contracts through mission-driven storytelling and data-led campaigns
- Positioned CSD as a national voice at the intersection of tech, inclusion, and access



Let's Connect

Scan to connect at waymonhudson.com/marketing

EXECUTIVE MARKETING LEADERSHIP EXPERIENCE

July 2017 –
Jun 2020
Remote

Director of Marketing & Communications

Golden Gate University, School of Law

- Led a full-scale rebrand, resulting in record growth in enrollment, alumni engagement, and donor conversions
- Launched the university's first fully online JD with omnichannel GTM strategy
- Directed internal and agency teams across advertising, digital, video, and CRM systems
- Achieved 40%+ increase in donor engagement through emotionally resonant campaigns
- Elevated brand perception through storytelling, visual identity, and cross-channel consistency

Jan 2007 –
Sept 2022
Remote

Founder & Principal Partner (Concurrent Consultancy)

Superbia Global

- Built a boutique consultancy focused on brand clarity, DEI storytelling, and high-impact cause campaigns
- Delivered full-funnel marketing for clients in healthcare, higher ed, and political organizing
- Directed grassroots-to-digital movements, winning media coverage and mobilizing communities
- Specialized in voice development, content strategy, website builds, and visual branding for mission-driven orgs

THOUGHT LEADERSHIP & MEDIA VISIBILITY

2007 – 2018
Remote

Writer, Reporter, & Contributor

HuffPost, Chicago Tribune, Gay TV, The Bilerico Project

- Produced 100+ thought leadership pieces on culture, advocacy, and identity
- Led editorial teams, mentored queer writers, and shaped public discourse

2026
San Francisco, CA

Speaker, Salesforce Dreamforce

Presented The Empathy Engine: A Two-Year Churn Low Without Discounts.

- Prior stages: Salesforce Connections, Movable Ink Think Summit, Creating Change.

2026
Remote

Author, Loud Isn't Clear

A monthly LinkedIn newsletter on marketing, retention, and communication..

MOVEMENT-BUILDING & DEI LEADERSHIP

2007 – 2017
Remote

Fight OUT Loud – Founder & President (2007–2017)

- Led national LGBTQIA+ advocacy org with press coverage in CNN, MSNBC, and NYT
- Mobilized influencer support, built digital campaigns, and shaped public policy dialogue

2010 – 2012
Remote

The Trevor Project – Midwest Regional Co-Chair (2010–2012)

- Led trainings, events, and awareness campaigns for mental health and safe spaces for LGBTQIA+ youth

CUSTOMER-CENTRIC ROOTS

2001 – 2007
Remote

Inflight Crew Trainer – JetBlue Airways | 2001–2007

- Trained crew in CX excellence, crisis response, and hospitality branding

1998 – 2001
Remote

Entertainment Performer & Trainer – Walt Disney World | 1998–2001

- Delivered world-class guest experiences and trained cast in immersive storytelling

CERTIFICATIONS

2025
Remote

FranklinCovey – Leading Change, Inclusive Leadership, High-Trust Leadership