

Leslie Griles

Consider me a communications unicorn, a triple threat -- an experienced marketing executive that's run my own business, had significant success in developing meaningful partnerships and someone who also possesses a deep love for strategic communications that breaks down siloes by creating connective tissue between internal and external teams. With agency and client-side experience, I'm driven by curiosity, opportunity and the chance to make an impact. So, let's get to work and build meaningful, brand relationships. Let's shake up category conventions and push boundaries while challenging teams to create opportunities that ignite growth and create cultural relevance. And, let's do it all with heart.

✉ leslie@lesliegriles.com

📞 (804) 218-4639

📍 Richmond, VA

[in leslie-griles](#)

🌐 lesliegriles.com

EXPERIENCE

Owner

LGImpressions, LLC *Jun 2014 - Present*

Manage all aspects of an independent consultancy dedicated to strategic communications, brand partnerships, public relations and marketing. Select client results include:

- Reservoir Distillery: Served as fractional CMO for third distillery outside of KY making bourbon. Published book to tell origin story of distillery, its founders and products. Conducted product launches in UK, Germany and Australia as well as US expansion. Media results exceeded 300M impressions. Client tenure: five years.
- truth: Created multi-year partnership between non-profit and brands including Cotopaxi and Gibson Guitars for the GRAMMY Awards. Client tenure: four years.
- CarLotz: Served as lead communications strategist between marketing, investor relations and HR. Established partnership with artists in local hub market resulting in top national sales. Managed communications through CEO transition and merger. Client tenure: Two years / current post-merger as Shift
- Duke's Mayonnaise: Serve as extension of Duke's agency and in-house marketing team. Launched first mascot in company's 100+ year history with social media take over garnering 134% increase in engagement, 262% increase in followers and more than 1M impressions with a single tweet. Client tenure: One year / current client.

Director of Brand Partnerships

The Martin Agency *Jan 2008 - Jun 2014*

- Secured over \$10M in free partnerships for non-profit American Cancer Society with A-list musicians including Justin Bieber, Celine Dion, Maroon 5, Lionel Richie, Rihanna, Usher, Ricky Martin and more.
- Executed partnership valued at more than \$1.5M between Free Credit Score and Gibson Guitars.
- Secured valuable, relevant client exposure on programs including Jeopardy, The Bachelor, Oprah, Extreme Makeover and more.
- Maintained ongoing relationships with global entertainment companies including music labels, management teams, movie studios and television networks.

Director of Outreach & Partnerships

The Martin Agency / The Mom Complex *May 2012 - Dec 2013*

- Selected by Chairman to help launch a startup within the agency dedicated to marketing to moms.
- Maintained role as Director of Brand Partnerships while taking on new role and achieving revenue growth of more than 245% by year two.
- Collaborated with teams on dozens of new ways for clients to engage with moms including a new tagline for E!, product ideas for Kraft and content for the Discovery Network.
- Responsible for all outreach related to new business, public relations and speaking engagements resulting in media placements including Today, *The New York Times*, *Forbes*, *Inc.*, *AdAge*, and *Fast Co*.

Senior Counselor

The Martin Agency / SLAY Public Relations *Nov 1997 - Dec 2007*

- Managed award-winning, national campaigns that directly impacted clients' bottom line including increased visitation of 10% to 50% at targeted destination.
- Increased consumer sales and national product recognition for clients including Target, Braun, George Washington's Mount Vernon, James Madison's Montpelier, Thomasville Furniture and Hamilton Beach.

Public Affairs Associate

The Podesta Group *Nov 1995 - Sep 1997*

Media Relations Representative

C-SPAN *Dec 1993 - May 1994*

EDUCATION

Bachelor of Arts in Politics and Communications

Randolph-Macon Woman's College

Washington Program for Government Studies

The American University

AWARDS & THINGS

Board of Directors

ASK Childhood Cancer Foundation

Strategic Advisor

Pearl Tutoring

Volunteer Mentor

StartUp Virginia

40 Under 40

Style Magazine

Medallion Award - PR Tactics

VA PRSA

Media Campaign of the Year

Bulldog Reporter

Gold Award Hospitality, Travel & Destinations

Bulldog Reporter

Publicity Stunt of the Year

PR Week