**DAWN WAYT**

VP of Marketing & Sales

Rock & Roll Hall of Fame

September 27, 2021

Dawn Wayt is the executive team leader responsible for driving growth at the Rock & Roll Hall of Fame via marketing strategy, monetization, and optimization of paid, owned, and earned media while working to enhance the global digital fan experience. Wayt leads initiatives to engage, convert, and retain Rock Hall fans and partners, harnessing the power of rock & roll to connect people of all backgrounds and beliefs. She empowers a strong team responsible for Rock Hall branding, content, digital marketing, email, social media, communications, strategic partnerships, group sales, facility rentals, and events.

Previously Wayt held leadership positions with American Express, Artful Home, Arborwear, and American Greetings, where she built the content marketing and social media center of excellence and led the team that helped create and market the #WorldsToughestJob video that went viral, receiving 28.1 million views and 2.1 million shares and generating $4 million in national earned media while driving brand awareness and sales. A Member at CHIEF, Wayt has been recognized for collaboration, thought leadership, and marketing effectiveness, has been interviewed for the All the Social Ladies podcast, has spoken at a variety of conferences from ad:tech to eTail to Voice of the Brand, and has served as a judge for the North American Effie Awards, the Association of National Advertiser REGGIE Awards, and the Ohio Interactive Awards.