

Marilyn Dayton



As one of the originators of some of the more unique marketing vehicles in the nation, Marilyn Dayton has watched her creative marketing techniques help many small businesses and large corporations grow to multi-billion dollar businesses. As the driving force behind the development and delivery of many of these marketing techniques over several decades, Marilyn is uniquely qualified to talk about achieving business and marketing success.

Marilyn began her career at the age of 12 when she was a radio quiz kid and was picked to host a radio talk show for teens, a unique precursor of talented child recognition vehicles from the Mickey Mouse Club to today's Disney Show hosts. She has been both in front of the camera and behind the camera as a fashion model, radio and TV show hostess and program producer. Marilyn is a Syracuse University graduate with business and marketing degrees as well as a journalism degree. Over the past 30 years, she has been a newspaper reporter, creative writer, ad director, entrepreneur, a consultant, trainer and an authority in the areas of creative marketing and its role in achieving top-notch business performance.

She built an advertising agency in Upstate New York, has managed other agencies, and was one of the driving forces behind the positive turnaround in the publishing arm of the conglomerate MultiMedia Corporation during the 1980s. Her reputation (as Marilyn Wright-Schulz) was built in the ad agency business as a strategic thinker, idea builder and creative problem solver. Marilyn has worked with many industries, from several individuals in the entertainment world (such as Chuck Mangione), to Fortune 500 companies such as Eastman Kodak Co. and Corning Serengeti Eyewear. In her advertising career, she was the recipient of several Cleo awards and Silver and Golden Microphone Awards. She has been recognized by The World's Who's Who of Women, Who's Who of American Women and as a Distinguished American.

Much of Marilyn's work over these decades has been to empower, train and coach business clients in their marketing. In Marilyn's long career, she has proven to be an expert in creating peak performances for entrepreneurs, corporate leaders, managers, sales professionals, corporate employees and educators. She is compelling, empowering and compassionate in her training and strategies, and for the past 30 years has helped hundreds of business clients reach their goals.

Marilyn currently helps businesses through her business & marketing consulting with her company, Marketing Biz Professionals, www.marketingandbizpro.com. She can be reached at marilyn@marketingandbizpro.com

