

Mitch Fulton

PROFESSIONAL PROFILE

Ten years' experience leading national and local promotional campaigns and activations across New Zealand's top radio brands. An award-winning, senior promotions, events, media and marketing professional with deep expertise in broadcast, brand activations, event delivery, promotional strategy, content creation, and audience engagement. A creative and strategic thinker who delivers with executional excellence and has a proven track record of producing industry-recognised campaigns, tangible results, and strong customer satisfaction. Successful business owner, launching and scaling a consumer product alongside full-time employment, managing all aspects from design and development, to retail partnerships, e-commerce and distribution.

CORE COMPETENCIES

- **Campaign Ideation & Management:** Conceptualise, plan, and deliver large-scale brand and client-integrated promotional campaigns that connect with audiences across multiple platforms and drive measurable impact.
- **Experiential Activations & Event Delivery:** Develop and deliver memorable and engaging brand activations and events, strategically aligned with brand identity, objectives, and audience insight.
- **Promotional Strategy:** Create and implement national promotional strategies that drive audience growth, brand engagement, and revenue generation.
- **Stakeholder & Partnership Management:** Build and maintain strong relationships with clients, talent, partners, and internal teams to ensure alignment and successful campaign delivery.
- **Content Development & Creation:** Collaborate with on-air and digital teams to craft content that captures attention, resonates with audiences, and strengthens brand presence.
- **Leadership & Training:** Lead and mentor promotional staff nationwide, providing hands-on training and strategic direction to elevate performance and build team capability.
- **Brand Integrity:** Ensure consistency and excellence in brand delivery across all touchpoints.
- **Design & Development:** Support brand campaign and product design by developing visuals, packaging, and marketing collateral that align with identity guidelines and resonate with target audiences.

EMPLOYMENT HISTORY

NATIONAL PROMOTIONS, EVENTS & INTEGRATION LEAD – THE EDGE NETWORK

MediaWorks Radio, Auckland, New Zealand | Sept 2021 – July 4th 2025

- Ideated and executed national promotional campaigns and events that spanned across radio, digital, social, and experiential channels, achieving cut-through and delivering measurable outcomes for The Edge and its clients.
- Led the creation and onsite delivery of experiential activations at New Zealand's largest music festivals and events, increasing brand visibility and engagement within the target demographic.
- Generated new revenue by collaborating with sales to concept, pitch, and execute commercially successful campaigns.
- Provided strategic direction and training to regional promotional staff, driving local audience and revenue growth.
- Strengthened commercial partnerships by maintaining strong relationships with clients, music labels, event partners, and suppliers, ensuring seamless execution, new collaboration opportunities, and long-term value.
- Supported digital growth and audience connection by contributing to the social media strategy, content creation, and community management across all network and regional platforms.
- Crafted PR moments that captured attention, drove conversation, and amplified brand and campaign reach.
- National on-air announcer for The Edge, hosting a regular Sunday show and stepping in across key dayparts.
- Managed campaign budgets with accuracy and accountability, overseeing forecasting, tracking, and resource allocation.
- Created and implemented systems to improve workflow efficiency, including programming an AI tool to generate on-brand social captions, streamlining The Edge's unique tone of voice across 20+ social media accounts.

Key Achievements:

- Achieved a record \$3 million in promotional and integration revenue for The Edge in 2024 through high-performing client campaigns and strategic commercial execution, setting a new team milestone.
 - Secured and delivered exclusive live events with top global acts including Teddy Swims, Joel Corry, Netsky, and Peking Duk, overseeing full event execution.
 - Managed end-to-end production of MediaWorks' most ambitious listener competition to date, The Edge's 50K Flatmate, a Big Brother-style reality contest broadcast across radio, social, and 24/7 online camera feeds. The campaign delivered standout client results, including a 200% increase in app downloads and ranked #1 finance app in the App Store.
 - 8 x recognition at the New Zealand Radio Awards across the Best Partnership, Best Station Promotion, and Best Client Promotion/Activation categories.
-

FOUNDER & CREATOR – LEGLESS KIWIS DRINKING GAME

Self Employed | Nov 2023 – Present

- Founded and independently launched a successful consumer product, Legless Kiwis, an original New Zealand-themed drinking card game, overseeing every aspect from concept to rollout.
- Created and developed the game from the ground up, designing gameplay mechanics, card content, branding, packaging, and visual identity to build a cohesive and market-ready product.
- Managed international production and supply chains, sourcing and negotiating with overseas manufacturers to deliver high-quality units at scale, on time, and within budget.
- Built and managed the e-commerce website, overseeing all logistical aspects, including fulfilment and customer service.
- Drove sales through digital marketing, running Meta and TikTok ad campaigns, sourcing influencer partnerships, and leading social content strategy.
- Secured retail partnerships and distribution, pitching to wholesalers and stockists to expand the product's footprint and drive sell-through in retail outlets.

Key Achievements

- Over 4,000 units sold to date - 3 sell outs.
 - Generated \$200,000+ in sales revenue.
 - Stocked nationwide in major retailer 'North Beach' with consistent reorders.
-

PROMOTIONS & INTEGRATION COORDINATOR – THE EDGE & MAI FM CANTERBURY

MediaWorks Radio, Canterbury, New Zealand | June 2018 – Sept 2021

- Served as the sole brand lead for The Edge & Mai FM in the Canterbury metropolitan market, overseeing every stage of promotional activity, from concept development and proposal writing to strategic planning and campaign delivery.
- Provided direction and training to a team of 30+ casual brand ambassadors.

Key Achievements:

- Achieved #1 market position for The Edge Canterbury by growing listenership from 84,000 to 102,000 - the station's highest ever, surpassing juggernaut and local legacy brand More FM.
 - Broke revenue records for The Edge Canterbury, delivering the highest promotional earnings in the station's history.
 - Boosted The Edge Canterbury's social following and engagement through consistent, on-brand content.
 - 3 x finalist at the NZ Radio Awards for Best Single Market Station Promotion.
 - Recognised across the business as the go-to for brand activations, delivering at the highest level and regularly called upon to provide guidance to other local national teams for their event executions.
 - Won major event partnerships from competing networks and maintained them annually through strong delivery, relationship management, and proven results.
 - Promoted to National Promotions, Events & Integration Lead for The Edge, spearheading national campaigns, guiding regional strategy, and developing promotional talent across the country.
-

PROMOTIONS & INTEGRATION COORDINATOR – SOUTHLAND

MediaWorks Radio, Invercargill, New Zealand | Nov 2016 – June 2018

- Designed and delivered promotional campaigns for all MediaWorks radio stations in the Southland region.

Key Achievements:

- Winner - Best Single Market Station Promotion for 'Edge Heads' at the 2018 New Zealand Radio Awards
- Contributed to a record-setting team effort that delivered the highest promotional revenue in the market's history.
- Boosted The Edge Southlands social following and engagement through engaging and brand relevant content.
- Promoted to the larger and high-performing metropolitan market of Canterbury, taking on increased responsibility.

CASUAL BRAND AMBASSADOR – OTAGO & CANTERBURY

MediaWorks Radio | 2014 – 2016

- Represented Mediaworks radio brands at events and promotional activations, engaging with listeners and clients.

EDUCATION & QUALIFICATIONS

Bachelor of Broadcasting Communications | New Zealand Broadcasting School, Ara Institute of Canterbury, NZ (2018)

New Zealand Certificate in Entertainment and Event Operations | Te Mahi Ako - Wellington, NZ (2025)

SKILLS

Photoshop, Canva, Shopify/E-commerce, Meta Ads (Facebook, Instagram), Video Editing, Experiential Activations, Event Management, Google Workspace, On-Air Announcing/Radio Host, Voiceovers & Jingle Singer.

PERSONAL ATTRIBUTES

Driven & Competitive: Thrive on exceeding targets and pushing creative boundaries.

Creative & Strategic: Blend big-picture thinking with high-quality, well planned execution.

Adaptable & Resilient: Handle high-stakes projects in dynamic environments with ease, seamlessly navigating the complexities of the media and events industry.

Visionary & Future-Focused: Constantly seeking growth and innovation opportunities, inspiring others with energy & purpose.

Resourceful & Solution-Focused: Skilled at navigating complex obstacles by leveraging creativity & strategic problem-solving.

UK WORK VISA STATUS

2 Year Youth Mobility Visa - Active from July 31st 2025 (*Ability to extend an additional year prior to needing sponsorship*).

REFERENCES

Casey Sullivan, The Edge Content Director, Mediaworks

Hilary Schroeder, Mediaworks Canterbury Promotions Manager

Steve Broad, Mediaworks Southland & Canterbury Operations Manager

Contact details available upon request.

m/whatsapp: +44 7470 836488

e: mitchell.fulton.uk@gmail.com

online portfolio: mitchfulton.com