

Skip Wilson Featured on The Entrepreneurist Podcast and in The Liquidity Journal

*Award-Winning Ad Strategist Shares
Insight on Building Marketing Systems
That Actually Work*

JACKSONVILLE, FL, UNITED STATES, July 22, 2025 /EINPresswire.com/ -- DRAFT Media Partners founder and CEO, [Skip Wilson](#), recently appeared on [The Entrepreneurist Podcast](#): The Place To Hear Real Entrepreneurs and Business Owners Bare It All, hosted by Randolph Love III. In a candid and value-packed conversation, Wilson shared the real-world lessons behind his rise from teenage copywriter to trusted marketing systems architect, helping over 100 clients streamline campaigns and scale with precision.



Skip Wilson of DRAFT Media Partners

The interview dives deep into the philosophy that drives DRAFT Media Partners—a boutique advertising execution company known for its predictive ad software and people-first approach. Wilson emphasized that true success in advertising isn't about chasing trends, but about consistently aligning the right message with the right audience to drive meaningful action.

“

If there's still one more rock to grab, I'm not done climbing”

Skip Wilson

“If there's still one more rock to grab, I'm not done climbing,” said Wilson, echoing his commitment to continuous improvement, both in business and life.

The conversation was so impactful, it became the centerpiece of a feature article in the latest edition of [The Liquidity Journal](#). The article, titled "From Copywriter to Closer: How Skip Wilson Built a Marketing Empire by Putting People First", explores Wilson's journey, his strategies for simplifying complexity in marketing, and why

empathy and execution matter more than ever in today's digital age.

DRAFT Media Partners has received accolades from the MarTech community, including "Most Intuitive Software Developer" (2023) and "Best Marketing Software Developer" (2024). Under Wilson's leadership, the firm is helping entrepreneurs across industries build not just campaigns, but sustainable growth engines.

About Skip Wilson

Skip Wilson is a bestselling author, podcast host, and the founder of DRAFT Media Partners. With over 20 years in the industry, he has held leadership roles at major media companies including CNN and

iHeartMedia. Today, his firm helps business owners predict results, build scalable ad systems, and improve operational follow-through with a human-first lens.

Listen to the full podcast episode at The Entreprenudist Podcast

Read the full article in The Liquidity Journal

Call to Action:

If you're a marketing professional or entrepreneur tired of chasing shiny objects and want a partner to help execute with clarity, visit www.draftadvertising.com or connect with Skip Wilson directly on LinkedIn.

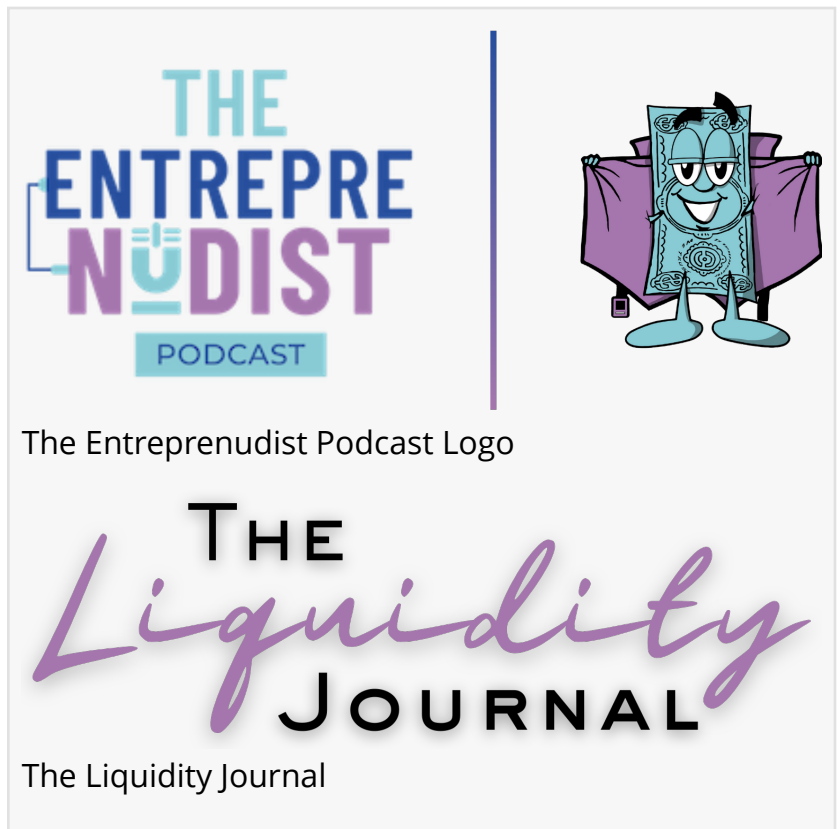
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The Liquidity Journal

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