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Jerry (J. Cruse) McCruse

Managing Director at Sun Point Media & Events, LLC.

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Sun Point Media & Events

About

I'm Jerry McCruse, Managing Director of Sun Point Media & Events, a minority-owned media and event agency based in Houston, TX. I bring over two decades of experience as a multi-platform marketing professional specializing in brand strategy, media innovation, large-scale event production, and multicultural consumer engagement.

My career has spanned national leadership roles at Clear Channel/iHeart, Service Broadcasting, Emmis, Urban One, and more—where I led marketing, non-traditional revenue, and brand activations across radio, digital, and live event platforms.

I've also worked on the agency side, managing media planning for Nissan and The Home Depot at Western International Media (now Initiative), and led multicultural marketing efforts at Silver Eagle Distributors—boosting brand performance and case volume in key urban markets.

Over the years, I've collaborated with top-tier brands and organizations including Caesars Entertainment, Samsung, CES, Major League Baseball, NAB, and multiple partners in the adult beverage and entertainment industries.

Notable project highlights:

- Project Manager for Beyoncé's BeyGOOD #IDIDMYPART Covid-19 testing initiative
- Recipient, City of Houston "Excellence in Community Service Award" for the Hip Hop for HIV campaign
- Producer of concerts, college tours, conventions, and brand experiences that move culture and deliver results

I'm known for bringing visions to life—flawlessly. Whether it's activating a brand, creating immersive consumer experiences, or scaling a campaign, I thrive at the intersection of creativity, logistics, and revenue.

Let's connect if you're looking for a strategic event partner, a media consultant, or someone who knows how to turn big ideas into measurable impact.

Experience



Managing Director

Sun Point Media & Events

Jan 2018 - Present · 7 years 9 months

Houston, Texas Area



NTR Sales / Event Marketing and Community Partnership Director

Radio One

Jul 2016 - Dec 2017 · 1 year 6 months

Houston, Texas Area



Marketing Manager

Silver Eagle Distributors Houston

Nov 2013 - Mar 2016 · 2 years 5 months

Houston, Texas



Marketing and Promotions Director

Radio One

Oct 2005 - Nov 2013 · 8 years 2 months

Houston, Texas Area



Marketing and Promotions Director

Emmis Communications

May 2005 - Oct 2005 · 6 months

Austin, Texas Area



Regional Promotions & Marketing Director

American General Media

Mar 2003 - May 2005 · 2 years 3 months

Southwest U.S.



Director of Events and Promotions

Service Broadcasting (KKDA AM-FM, KRNB-FM)

Mar 2000 - Mar 2003 · 3 years 1 month

Dallas/Fort Worth Area

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