

Joseph Allen Manley Jr.

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You can call me Joey, a highly organized, motivated, and innovative marketing and communications manager with over a decade of experience in the event and hospitality industries. The knowledge I have gained through this hard work and persistence has parlayed me into the world of project management, where I specialize in communications, relationship building, and stakeholder satisfaction.

Professional Experience

Peppers Personal Assistants**12/2020 to Present**

Marketing Manager

Hired and tasked with defining the brand and style guide of a passion project gone startup, I began with the clients. I discovered and outlined their personas to redevelop the company's mission, vision, values, and messaging for the growth and education of their offerings.

- Responsible for developing and executing marketing strategies across multiple audience segments, services, and vendors.
- Built and project managed a copywriter team to produce content and execute a rolling yearly editorial calendar with minimal oversight needed for scheduling distribution between channels, including blog, newsletters, social media, and web copy.
- Utilizing my certifications in Google Analytics, Data Studio, and Tag Manager, I would measure and report regularly on campaign performance of marketing initiatives across platforms and identify areas for improvement through data-driven analysis.

The Pretty Fork**06/2014 to 03/2020**

Co-founder, Marketer, Concierge

Directly accountable for all daily operations, market research, business development, budget, administration, customer service, product inventory, marketing, and sales. I strategically recruited, hired, educated, and motivated a team of 10+ personnel and served as the key point of contact for 150+ vendors and 500+ customers monthly.

- Increased year-over-year ticket sales from <\$30K in 01/2015 to over \$250K in 01/2016 with the addition of large-scale group and private event promotions.
- Developed and negotiated partner PR agreements resulting in a 26% increase in profits in 2019.
- Wrote and produced attention-grabbing product press releases resulting in coverage via The Robb Report, Seattle Magazine, French Vogue, and many other publications.
- Developed a 'need to know' digital communications cadence of event information via blog, email, and social, allowing event details to remain a secret while building trust with our patrons resulting in successful word-of-mouth campaigns.
- Designed, developed, and executed email lifecycle campaigns via Mailchimp to educate new subscribers of upcoming events and products using the 'need-to-know' policy.

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Dishcrawl

Event Marketing Manager

01/2013 to 06/2014

Owned and executed start to finish PR campaigns for neighborhood restaurants. Responsible for partner development, event creation, marketing, sales, and communications. Working autonomously, I oversaw daily operations, hosting events, blog writing, social engagement, and customer satisfaction.

- Sold out all events and increased local subscribers from 0 to 1300 in the first three months of operations resulting in Dishcrawl offering me their audience and procedures when they shuttered in 2014, allowing me to open The Pretty Fork
- Created social and blog content to recap and review restaurant partners resulting in continued customer engagement and an 80% patron return rate to our partner establishments.
- Produced attention-grabbing press releases to garner pre-and post-event publications while maintaining relationships with key media partners.
- Implemented satisfaction surveys via Survey Monkey to gather feedback from both customers and partners to gain insights for improvement and product development.

Hard Rock International

Marketing Assistant, Event Manager, & Supervisor

02/2010 to 12/2014

As a cross-trained jack-of-all-trades, my duties were vast and often vague. I supported multiple teams and collaborated with stakeholders, staff, clients, and third-party vendors. My primary goal was to ensure our events were well-publicized, attended, and executed with ease.

- Built an end-to-end grassroots campaign and exclusive local's menu resulting in an increase of lunch sales by 27% in the first year and promoting an overall change in acceptance from the community.
- Created a bounce-back program offering a 20% discount on merchandise with a café receipt, increasing the average merchandise spend by 50%
- Managed media relationships across multiple outlets to distribute event promotions and solicit coverage, including print, digital, television, and radio.
- Designed print and digital collateral for special events, sales proposals, programs, direct mail, and merchandise.

Skills

Marketing and Sales
Public Relations
Project Management
Microsoft Office Suite and G-Suite
Writing, Proofreading, and Editing
Verbal and Written Communication

Certifications

International Project Management - RIT
Project Management Best Practices - RIT
Project Management Lifecycle - RIT
Asana Certified Pro - Asana
Google Analytics, Tag Manager, Data Studio