

# Joseph Allen Manley Jr.

Event Expert

## ABOUT

You can call me Joey, a motivated and innovative self starter with over 12 creative years in the event and hospitality industry. In that time, my gained knowledge and experience have evolved into advanced marketing skills and roles specializing in communication, relationship building, and customer delight. Using these skills and expertise, I have a proven track record of building intriguing products, promote communities, enhance public perception, and attract new business all while remaining adaptable.

## EXPERIENCE



### The Pretty Fork | 06/2014 – 04/2020

Co-Founder/Owner

Re-defined the dining experience in Seattle by starting a leisure travel and tour company specializing in culinary adventures. As an owner, I was directly accountable for all daily operations, business development, administration, customer service, product inventory, and sales. I strategically recruited, hired, trained, and motivated a team of 10+ personnel. I also served as the key point of contact for 150+ vendors and 500+ customers monthly, identifying areas for improvement and cost savings while developing innovative new events to drive customer engagement.

- Increased year-over-year revenue from <\$30K in 01/2015 to over \$250K in 01/2016 with the addition of large-scale group and private events.
- Developed and negotiated partner agreements resulting in a 26% increase in profits in 2019.
- Built a product portfolio of culinary experiences, increasing our inventory from under \$20K in total inventory in year one to more than \$500K in year five.
- Developed an ordering technique resulting in 30% less food waste for our restaurant partners.



### Legends, Skyview Observatory | 05/2018 – 09/2019

Event Specialist

Responsible for developing the events program; sales, marketing, administration, and staffing for a newly opening multimillion-dollar tourist attraction. Oversaw vendor negotiations, all event logistics, identifying areas for improvement, and cutting costs. Directly accountable for \$500K in event revenue per year. Developed public relations events to engage the local audience as well as the transient community.

- Created a community art exhibit highlighting local LGBTQ+ artists resulting in 800+ ticket sales opening night (capacity is 350).
- Negotiated a series of 15 recurring events with a single client to be held throughout the year, totaling our yearly revenue goal.
- Introduced a series of client appreciation events highlighting our vendors, negotiated at no cost to the observatory, and resulting in, on average, 2 new private contracts closed per event.
- Developed an all-inclusive per person pricing strategy resulting in a shortened time to close by 17%



### Hard Rock International | 02/2010 – 12/2014

Event Sales, Marketing, & Training

Responsible for new store openings in Seattle and Los Angeles, hiring, and training of front house staff. Using my management skills, I oversaw daily operations, including; scheduling, inventory, customer satisfaction, and employee morale—developed marketing campaigns for lead generation, community outreach, public events, trade shows, and grassroots.

- Developed a grassroots campaign and exclusive local's menu to grow 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 resulting in an increase of merchandise spend by 50%

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# Joseph Allen Manley Jr.

Sales & Marketing Expert



**Dishcrawl | 01/2013 – 06/2014**

**Event Manager**

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

- Sold out all events hosted and increased local subscribers from 0 to 1300 in the first 3 months of operations resulting in Dishcrawl offering me their audience and procedures when they shuttered in 2014 beginning my first company: The Pretty Fork
- Created social and blog content to recap and review our restaurant partners resulting in continued customer engagement and an 80% partner return rate.
- Produce attention-grabbing press releases to garner pre- and post-event coverage and maintained relationships with key media partners.
- Implemented satisfaction surveys via Survey Monkey to gather feedback from both customers and partners and gain insights for improvement and product development.



**FEMA, Deployed Resources | 08/2005 – 01/2009**

**First Responder, Logistic Lead**

Led a response team in a fast-paced, uncertain, and ever-changing atmosphere to supply basic needs in areas ravaged by disaster. Responsible for building the infrastructure necessary to support the organizations there to help those in need.

- Utilizing time management skills I operated under tight deadlines to build fully operational tent cities that hosted 2,000 support team members (FEMA, American Red Cross, The Salvation Army, FDA, etc.) in disaster areas. These sites included water systems, sleeping quarters, field kitchens, and rec rooms for emotional support along with all supplies to run them.
- Oversaw a team of 6-12 employees to ensure the smooth operation of the front of house operations in the dining rooms and field kitchens to produce meals twice daily for 2,000 people in under two hours.
- Accountable to the FDA as liaison to performed twice-daily health inspections and prepared health reports to present at regular health-code meetings with the FDA. Also responsible for training all staff in healthy food production in disaster/quarantine areas.

## SKILLS

Critical Thinking  
Resourceful  
Time Management  
Leadership  
Collaborate

Tech Savvy (SaaS)  
Sales  
Marketing  
Customer Satisfaction  
Contract Negotiation

Tourism  
Leisure Travel  
Travel Management  
Tour Operators  
Business Travel

Event Management  
Event Planning  
Corporate Events  
Hospitality Industry  
Public Relations

## VOLUNTEER & BOARD EXPERIENCE

### **Jaguar Drivers & Restorers of Northwest America | Seattle**

Concours Chairman | December 2019 – Present

### **American Advertising Federation | Seattle**

Programs Committee | Feb 2014 – 2016