

Joseph Michael Reilly

(757) 532-2781 • thejoereilly@outlook.com • www.joereilly.net

EDUCATION

VCU Brandcenter

May 2020

Master's Degree in Business, Creative Brand Management Track

- The CBM track focuses on the core fundamentals of an MBA curriculum with an additional emphasis on creativity and collaboration. The program is centered on branding, insight-driven strategy, and the application of creativity in business.

Washington and Lee University

May 2017

Bachelor's Degree, Business Administration, Theater Minor

Overall GPA: 3.168

EXPERIENCE

Snow Companies: Account Manager

July 2020-Present

- Evaluated and analyzed targeted markets and strategies to identify opportunities for marketing expansion
- Managed and tracked projects on an ongoing basis
- Served as primary POC for client, and managed the day-to-day execution of business tactics
- Publicized promotional programs through the implementation of various activities, events, and tactics
- Coordinated the planning, scheduling, and implementation of marketing strategies and tactics for the organization
- Created competitive analysis presentations, project reports, surveys, and collateral marketing materials

Richmond Theatre Alliance: Freelance Project Manager

March-December 2019

- Strategically rebranded the Richmond Theatre Alliance to have greater cultural significance in its location.
- Implemented name change, new communication materials, social media presence, and website refresh
- Developed media campaign to maximize cost efficiency and quality

Pulsar Advertising: Account Manager Intern

May-August 2019

- Designed creative briefs, presentation decks, and project reports
- Conducted brand and consumer research

The Lenfest Center for the Arts: Student Marketing and Social Media Chair

2016-2017

- Received the Lenfest Center for the Arts Award for my work creating and updating the Lenfest Center's social media platform
- On own initiative developed various online/social media marketing strategies including trivia questionnaire contests, interactive publicity displays, and augmented reality campaigns
- Wrote publicity newspaper articles, campus notices, and trivia questionnaires
- Designed and distributed marketing posters, fliers, and displays

The Martin Agency Student Workshop: Media Planning Intern

Summer 2016

- Successfully completed an advertising course of study creating full marketing campaign, from briefing to execution and presented to agency executives

SKILLS

- Brand Strategy, Brand Positioning, Project Management, Focus Group Facilitation, Account Management, Qualitative/Quantitative Research, Competitive Analysis, Copywrite Editing
- Proficient in Microsoft Office, Tableau, Adobe Creative Suite, Nielsen Ad Intel, and WordPress

INTERESTS

Theatre, Creative Writing, and Riffing Bad Movies