

Joseph Michael Reilly

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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-Present 2020, March-August 2018

- 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 creative briefs, project reports, surveys, and collateral marketing materials
- Organized and led meetings between clients, creative teams, and recruiters

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 and case project
- Created full marketing campaign, from briefing to execution and presented to agency executives

Hampton Arts Commission: Senior Marketing/Management Intern

Summer 2014-2016

- Co-authored "The American Theatre Crisis Communications Plan"
- Composed the "Green Plan" Research Proposal
- Layout design assistant for the "Hampton Arts Diversions Magazine"

SKILLS

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

INTERESTS

Theatre, Creative Writing, Superheroes, and Riffing Bad Movies