




OVERVIEW

I live and breathe marketing: creating products, tools and strategies that increase awareness, purchase & retention. Understanding content and how it's consumed has led me to be an expert in marketing and brand design. For the past 20 years it's been my primary focus to bring content to life through engaging photography, graphic design and unique marketing experiences across multiple platforms in print, digital and dedicated event marketing.


JOSH MACKEY

Marketing Director

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EDUCATION

1997-1999

Business Administration

Bellevue College

FOLLOW ME

 facebook.com/mackeydesigns

 instagram.com/mackeydesigns

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EXPERIENCE

- Asset Management - 15 Years
- Campaign & Product Launch - 10 years
- Graphic & Brand Design - 20 Years
- Event Planning - 15 Years
- Merchandising - 10 Years
- Creative Writing - 15 Years
- Social Media Management - 8 Years
- Team Leader - 15 Years

WORK EXPERIENCE

2021 - Cur
MARKETING MANAGER - LOCAL
Snap One- Charlotte, NC (Remote)

Leader of the Snap One Partner Store (local) marketing team responsible for development, execution, and distribution of 1P and 3P creative product marketing campaigns. Spearheads in-store merchandising, social media, events, and training both in-person and virtually for over 30 national branches.

- Member of the Local Leadership team working with key owners across multiple business units to analyze partner targets and opportunities.
- Tactical Team Leader for Local that successfully launched a company rebrand in 30 locations, including individual distribution websites, digital and print assets.
- Develops and drives business process improvements at all levels of organization to help increase interdepartmental communication & access to information.
- Responsible for all marketing for Snap One Partner Stores (Local) that is attributed to nearly 50% of all companywide revenue.

2019 - 2021
MARKETING DIRECTOR
Custom Plus Distributing - Snap One Partner Store - Auburn, WA

Spearheads and develops creative content and executes marketing strategies across all distribution channels. Works with key leaders across multiple business units to analyze key targets and marketing assets.

- Awarded Key Contributor for 2019 (1 of 4 company awards) as a result of redeveloping dealer communication and increasing yearly revenue by 15% from previous year.
- Drives business process improvements at all levels of organization to reduce redundant work and streamline company processes.
- Works closely with product managers and team leaders to develop assets & marketing campaigns for 1P & 3P product launches in channel.
- Designs proposals & manages relationships with key vendors for program funding.

JOSH MACKEY

Marketing Director

EXPERTISE

Branding & Design
Photography
Marketing, Email & Web
Merchandising
Event Planning
Graphic Design

SKILLS

Adobe Creative Suite

A + B Testing

Email Marketing

Photography

Customer Acquisition

Product Planning

SEO

WORK EXPERIENCE

- 2014 - 2018
- MARKETING MANAGER**
Urban Float - Kirkland, WA
- As marketing manager of Urban Float I was in charge of all marketing from concept to deployment. From customer awareness to retention - I developed the assets, campaigns and programs to drive business forward.
- Developed marketing campaign assets from the ground up to build awareness on social media, SEO, Adwords, TV and print marketing & advertising.
 - Used A+B testing to constantly redevelop and pivot branding to keep a flow of over 400 new customers in store on a monthly basis.
 - Designed & implemented nurture email marketing automation designed to reduce churn and increase monthly recurring revenue by 10% month over month in my last 12 months.
 - Development of brand recognition through various media and successful proposal videos that led to being selected for an appearance on "Shark Tank".
- 2014 - Cur
- EXECUTIVE MARKETING DIRECTOR & FOUNDER**
DailyDriven.com - Auburn, WA
- Served as principal designer, purchaser, marketer and founder for the e-commerce retailer that focused on high-end automotive inspired apparel. I was marketing, sales, fulfillment and customer service in one.
- Designed & launched campaigns for over 100 unique products that generated over 10,000 orders resulting in hundreds of thousands of dollars from over two dozen countries.
 - Developed sophisticated viral marketing campaigns that generated brand awareness, new customer acquisition and generated record monthly sales.
- 2000 - Cur
- CREATIVE DIRECTOR & FOUNDER**
Mackeydesigns.com - Auburn, WA
- As the founder of Mackeydesigns - I provide consultation and services for marketing, photography and web/graphic design to private clients.

REFERENCES

Joe Beaudry
Director, Azure Training

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HOBBIES + INTERESTS

