

JOSEPH MALACKY

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Summary

Experienced marketer and graphic designer with over eight years of working in the marketing and events field. Skilled in brand promotion, content marketing, consumer behavior and communication, PPC marketing campaigns, budget management, vendor & contract negotiation and product design.

Willing to relocate

Professional Experience

TWO MEN AND A TRUCK® | Akron, OH

Marketing & Event Specialist

03/2018-09/2024

- **Marketing & Promotion:** Designed and implemented marketing strategies to promote events, increasing attendance by 90% through social media, email campaigns, and partnerships.
- **Event Planning & Coordination:** Successfully planned and executed over 30 events, including trade shows, corporate networking events, and senior events, with budgets ranging from \$10,000 to volunteer only.
- **Client Liaison:** Acted as the primary point of contact for clients, vendors and Realtors, ensuring clear communication and understanding of their vision and goals.
- **Budget Management:** Created and managed both event budgets and marketing budget, tracking expenses to ensure attention to sales targets and maximizing ROI.
- **Developed business relationships** by representing the franchise in 10 local chambers and 5 networking groups, visiting apartments and storage units, and hosting Continuing Education Events for Realtors.
- **Organizes collection drives and events** for Spring and Fall cause marketing campaigns that have raised over \$10,000 and collected thousands of needed items for local shelters.
- **Managed PPC campaigns** for franchise marketing, created and oversaw ads on google, Hulu, Youtube, TMT website.
- **Implemented brand guidelines** and best 'move day' strategies for both home and business moves.
- **Secured over 35 PR spots** for the franchise in radio, newspaper, and television.
- **Continued graphic design duties.**

TWO MEN AND A TRUCK® | Akron, OH

Graphic Designer

06/2016-03/2018

- **The first marketing department** at TWO MEN AND A TRUCK® Akron with a full time graphic designer on staff.
- **Designed posters, brochures and banners** to promote TWO MEN AND A TRUCK® Moving and franchise events.
- **Designed graphics** for social media and website use.
- **Shot and edited videos** for franchise events and social media use.
- **Proficient in the Microsoft Office and Adobe Creative Suite.**

Education

University of Akron | 2016

Bachelor of Fine Arts, Graphic Design

08/2012 - 05-2016 GPA 3.8