

Merging penchants for film, food, and marketing through professional stints and personal indulgences.



MAIN

Noodles & Company

Field Marketing Manager (2015-ongoing)

- Developed effective local and regional marketing strategies to increase revenue in 50+ restaurants across Maryland, Virginia, and Washington, D.C.
- Conceived successful national Tax Day promotion
- Improved internal marketing communications and designed local relationship marketing toolkits
- Recognized by FLOTUS for coordinating successful brand activation during White House Easter Egg Roll
- Commended for innovation, organization, communication, sales growth, and leadership

One Eight Distilling

Marketing & Events Manager (2014-2015)

- Orchestrated regional marketing and PR efforts for start-up distillery grand opening and product launches
- Implemented more than 50 profitable, brand-positive sponsorships and events drawing 10,000+ visitors
- Secured placement in more than 100 media outlets
- Negotiated TV/film product placement consideration
- Designed tools to measure effectiveness, efficiency, profit, and other trackable data to determine ROI
- Created marketing materials to drive brand awareness
- Recruited and supervised vendor relationships
- Grew distribution to 100+ accounts within six months
- Recognized for excellent social media communications, while growing digital marketing following by >400%

Whole Foods Market

Mid-Atlantic Regional Marketing (2008-2014)

- Led advertising, marketing, event concepts, and major sponsorship/partnership efforts for 40+ locations
- Designed and implemented \$100k budget DC store opening marketing and events campaign, helping surpass opening sales projections by more than 20%
- Recruited, trained, and supervised 40+ store marketing and demo team members in seven states
- Recognized as 2009 "Team Member of the Year"

The Oaks Theater

General Manager (2002-2006)

- Propelled historic Pittsburgh-area single-screen cinema to status as a regional destination, through operational leadership, attention-grabbing PR and marketing, and innovative programming execution
- Recognized by the *Pittsburgh Business Times* as a "Fast Tracker," one of 50 area professionals who have achieved significant early career accomplishments

DESSERT

Adept at... Cooking, Event Producing, Handwriting, Leadership, Memory Making, Organizing, Project Management, Public Speaking, Relationship Building

Known for... Care, Determination, Energy, Idealism, Integrity, Levity, Loyalty, Quality, Reliability, Vision

Fond of... Bicycling, Board Games, Civic Engagement, Film-going, Furry Friends, Gardening, Hiking, Jukeboxes, Wine & Cheese, Yo La Tengo

STARTERS

University of Pittsburgh

Bachelor of Arts in Film Studies (2001)

- Certificate in Children's Literature
- Internship with Pittsburgh Filmmakers

SIDES

Playbackthetape

Founder/Coordinator (ongoing)

- Founded/coordinated monthly VHS screening series, including concepts, marketing, sponsorship, and PR

Festival and Cinema Project Manager

Self-directed independent consultant in key event management capacities including operations, print traffic, marketing, programming, and development (1998-present)

- Balcony Booking & Releasing
- Cleveland International Film Festival
- GlobeDocs Film Festival
- Ingenuity Festival of Art + Technology
- Maryland Film Festival
- Middleburg Film Festival
- New York Portuguese Short Film Festival
- Penn Hills Cinemas
- Philadelphia Film Festival
- Philadelphia International Gay & Lesbian Film Festival
- Pittsburgh International Lesbian & Gay Film Festival
- Provincetown International Film Festival
- Three Rivers Film Festival

REVIEWS

References not published online...

Available upon request:

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