**[Marketing Manager/Consultant](https://www.postjobfree.com/resume/adzk10/marketing-manager-charlottesville)**

**Location:**Charlottesville, VA

**Posted:**September 09, 2023

**Contact Info:**

jaredwhardy@gmail.com

608-214-1289

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**Resume:**

Jared Hardy

Charlottesville, VA 22901

(608) 214-1289 jaredwhardy@gmail.com

Work Experience

Digital Marketing Consultant, Freelance – Marketing Manager 8/2022-Present

● Specializes in developing comprehensive business plans and executing successful campaigns across multiple channels including web, PPC, email, social media, and content marketing

● Passionate about collaborating with clients and educating them on the latest digital marketing best practices

● Skilled in asset creation, including developing engaging content and graphics that drive conversions

● Proven track record of helping businesses achieve marketing goals and increase revenue Aramark Collegiate Hospitality, UVA Dine – Marketing Manager 8/2022-Present Acts as main marketing and experience guide for UVA Dine.

● Sets & hits metrics and goals through day-to-day, semester, and annual sales growth by executing strategic, marketing initiatives across digital and traditional platforms

● Develops and maintains the overall brand of UVA Dine

● Develops and maintains relationships with partners, clients, and the student community to provide optimal program experience

● Hires, oversees and develops the marketing team

Albemarle CiderWorks – Marketing & Events Manager 8/2021-8/2022

● Develops and manages public, private, and corporate events from inquiry to execution utilizing email campaigns, customized tours, and elevated design elements

● Curates quality, education-focused guest experiences through data analysis, strategic partnership development, and design strategy

● Builds and manages digital and print marketing campaigns to increase brand awareness and insight sales, encourage target customer engagement and UGC, support events programming, and develop relationships with customers, digital communities, and professional partners

● Creates copy and design assets for print, email, social, and PR campaigns The Wine Flex – Email Marketing Copywriter & Virtual Host 1/2021-6/2021

● Grows audience by generating content in various mediums for Instagram and email marketing campaigns

● Engages audience through hosting of online tasting and wine events Breakthru Beverage Group – Sales Development Representative 8/2020-8/2021

● Cultivates relationships with off-premise wine retailers and advocates for and fulfills customers needs through advanced product knowledge and streamlined communication

● Upsells, promotes, and introduces new products using a combination of relationship building, sales presentations, and creative/season programming 12 Ridges Vineyard – Tasting Room Lead 5/2020-8/2020

● Managed tasting room and increased sales through wine education and networking

● Grew online engagement through creation of visual and written content for social media and industry marketing accounts

● Developed strong customer and vendor relationships through management of events planning, logistics, and execution

Easton Porter Group - Tasting Room Bartender/Trainer 6/2019-5/2020

● Lead wine tastings and bartender training

● Increased sales by curating positive customer experiences and providing wine education Southwood Realty - Leasing Agent 3/2019-6/2019

● Leased apartments and performed property management duties

● Increased lead traffic and sales through Facebook and email marketing Costanzo Marketing - Content Curation Apprentice (Remote) 9/2018-12/2018

● Wrote creative copy and curated digital content to grow consultation business Liberty University - Academic Advisor 6/2018-11/2018

● Increased credit sales by helping students identify personal strengths to successfully navigate their courses and degree program

● Administrative duties included phones, email, and extensive CRM management After Curfew Inc. – Producer & Director of Marketing 11/2016-9/2018

● Hired and managed 80-person crew in creation and management of visual media content, marketing initiatives, and finances to produce a weekly, live-streamed variety show

● Negotiated contracts to obtain high caliber talent and managed company budgets

● Grew audience base into the thousands in a few months and drove sales through hosting live, ticketed events, online content engagement, word of mouth, and local collaborations Eagle Scholars Program – Content & Events Director 11/2014-5/2016

● Lead marketing team to increase Program visibility and applications through original content creation, social media marketing campaign and live events Education & Certifications

● Southern New Hampshire University, MS in Marketing – Social Media (2022)

● Liberty University, BS in Cinematic Arts (2018)

● Virginia Wine Academy, Award in Wine Level III (2021)

● Google, Advanced Google Analytics

● Hootsuite Academy, Social Marketing Certification

● HubSpot Academy, Inbound Marketing Certification

● Health Communications, Inc, eTIPS Off Premise Virginia Technical Proficiencies

Google Suite, Google Analytics, Facebook, YouTube, Instagram, Twitter, TikTok, Emplifi, Kronos, Weebly, Wix, Hootsuite, WordPress, Drupal, WineDirect, Facebook Business Manager, Instagram Insights, Later, DocuSign, Doodle, SurveyMonkey, Constant Contact, LinkedIn, Pinterest, Canva, Mailchimp, Entrata, MRI, Revel, Slack, Zoom, Trello, POS systems, CRM systems, Adobe Premiere and InDesign, Movie Magic Software, Microsoft Suite, Outlook. Portfolio Links:

LinkedIn: www.linkedin.com/in/jaredwhardy/

Twitter: @albciderworks - @vinumpilgrim

Instagram: @albciderworks - @r29ramble - @vinumpilgrim Website/Blog: https://vinumpilgrim.com/blog/ https://shop.albemarleciderworks.com Email Marketing Campaign: https://www.thewineflex.com/newsletter-archive Facebook:

@albciderworks - @luaftercurfew - @r29ramble

Writing Samples: https://writers.work/jaredwhardy