

JOE MALACKY

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Summary

Experienced marketer and designer with over eight years of working in the moving/home service field. Skilled in brand promotion, print design, content marketing, consumer behavior and communication, public relations, B2B marketing, large and small scale events, event logistics and community outreach.

Willing to relocate

Professional Experience

TWO MEN AND A TRUCK® | Akron, OH

Marketing & Events Specialist

03/2018-present

- Manages all TWO MEN AND A TRUCK® Akron social media accounts.
- Develops 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.
- Securing over 35 PR spots and counting for the franchise in radio, newspaper, and television.
- Point of contact with over 40 apartment complexes and condominiums across the area facilitating moving needs.
- 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.
- Point of contact between office staff and Realtors looking to set up moving dates and quotes for clients.
- Responding to all Online reviews, bringing the Akron location's Google reviews from a 1 star review to over 350 reviews with an average 4.6 stars.
- Implementing brand guidelines and best 'move day' strategies for both home and business moves.
- Planning and executing over 30 events, both large and small, throughout the year.
- Active events committee board member in four area Chambers.
- Continues 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.
- Designs posters, brochures and banners to promote TWO MEN AND A TRUCK® Moving and franchise events.
- Designs graphics for social media and website use.
- Shoots and edits videos for franchise events and social media use.

Awards

- TWO MEN AND A TRUCK® National Newsmaker Award Winner 2016 through 2020.
- 2022 Northern Ohio Area Chambers of Commerce Bright Star Award Winner.

Education

University of Akron | 2016

Bachelor of Fine Arts, Graphic Design

08/2012 - 05-2016 GPA 3.8