

JOEY MANLEY

MARKETING & REVENUE STRATEGY LEADER

Digital Strategy | Hospitality | Entertainment | Experiential Marketing

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EXECUTIVE PROFILE

Marketing, digital strategy, sales, and hospitality leader with 15+ years of experience driving revenue, brand growth, guest engagement, and strategic partnerships across hospitality, entertainment, and experiential businesses. Long-standing Hard Rock leader across multiple markets with experience spanning digital marketing, OpenTable, CRM, SEO/SEM, local search, analytics, experiential marketing, PR, AI-enabled workflows, and cross-functional operations. Strategic and hands-on, with a track record of identifying opportunities, building scalable programs, and connecting global brand strategy with local execution.

SELECTED IMPACT

\$9K → \$500K+ Los Angeles Miscellaneous Sales Revenue, 2023–2026 YTD | **10+ Years** with Hard Rock Across Multiple Tenures & Markets | **\$30K → \$250K+** Pretty Fork Ticket Revenue | **27%** Cafe Lunch Sales Growth | **50%** Increase in Average Retail Spend

CORE EXPERTISE

Digital Marketing Strategy | Revenue Growth | OpenTable & Reservations | CRM & Guest Data | SEO/SEM & Local Search | Paid Media Strategy | Analytics & Dashboards | AI & Marketing Technology | Experiential Marketing | Strategic Partnerships | PR & Media Relations | Agency Management | Brand Strategy | Multi-Location Hospitality | Sales & Marketing Integration

PROFESSIONAL EXPERIENCE

HARD ROCK INTERNATIONAL — Los Angeles, CA

Sales & Marketing Manager | December 2023–Present

Lead revenue-generating sales and marketing strategy for Hard Rock Cafe Los Angeles, integrating events, digital channels, partnerships, programming, reservations, community engagement, and local market activation to grow visitation and revenue.

- Drove sustained growth in miscellaneous sales revenue, increasing from approximately **\$9K in 2023 to \$186K in 2024, \$362K in 2025, and \$500K+ YTD in 2026**, while **exceeding the combined 2026 annual sales goal by February and stretch goal by June**.
 - Develop forward-looking digital marketing and revenue strategies across **OpenTable, paid search, SEO, local search, Maps, CRM, and digital partnerships**, translating identified opportunities into deployment-ready plans, KPIs, and scalable initiatives.
 - Build dashboards, reporting tools, and performance models using CRM, reservation, sales, and marketing data to improve decision-making, forecasting, and resource allocation.
 - Develop strategic partnerships and activations with entertainment companies, media organizations, tourism partners, agencies, community organizations, and major brands.
 - Create original programming and revenue concepts designed to increase visitation during underutilized dayparts and create repeatable marketing opportunities.
 - Evaluate and implement **AI, automation, and emerging technology** to improve marketing efficiency, sales processes, analytics, communications, and guest engagement.
 - Partner across operations, culinary, finance, IT, creative, PR, regional leadership, and external agencies to execute programs while maintaining Hard Rock brand standards.
 - Develop scalable documentation, reporting systems, SOPs, and **SharePoint-based knowledge infrastructure** to improve consistency and support broader organizational adoption.
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HARD ROCK INTERNATIONAL — Seattle, WA

Sales & Marketing Manager | October 2021–January 2024

- Rebuilt group sales, events, partnerships, and local marketing across corporate, nonprofit, social, entertainment, and tourism markets.
 - Expanded agency, hotel, destination, and community partnerships while developing experiential programming to generate incremental demand and off-peak revenue.
 - Introduced structured pricing, forecasting, reporting, and cross-functional processes to improve profitability, execution, and predictability.
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PEPPER'S PERSONAL ASSISTANTS

Marketing Manager | December 2020–May 2021 (*contract*)

- Built brand positioning, customer personas, messaging architecture, and multi-channel digital strategy across web, email, content, and social.
 - Implemented **Google Analytics, Google Tag Manager, and Data Studio** to measure performance and guide marketing decisions.
 - Managed a distributed content team while developing scalable marketing and reporting infrastructure.
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THE PRETTY FORK

Co-Founder & President | July 2014–October 2020

- Co-founded and scaled an experiential dining company, leading marketing, revenue strategy, operations, partnerships, PR, and guest experience.
 - Grew ticket revenue from under **\$30K to \$250K+ in 12 months** and negotiated partnerships contributing to a **26% increase in profit**.
 - Secured national and international media coverage including *Robb Report*, *Seattle Magazine*, and *French Vogue*.
 - Built and led a 10+ person team while managing 150+ vendors and 500+ monthly customers.
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SKY VIEW OBSERVATORY (Legends Hospitality) — Seattle, WA

Event Specialist | May 2018–September 2019

- Built the events business for a multimillion-dollar tourism attraction with responsibility for approximately **\$500K in annual event revenue**, including sales strategy, marketing, pricing, staffing, and vendor infrastructure.
 - Generated **800+ ticket sales for a 350-capacity activation**, secured a 15-event annual client agreement satisfying the annual revenue target, and developed pricing that reduced time-to-close **17%**.
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HARD ROCK INTERNATIONAL — Seattle / Los Angeles

Sales Assistant | Event Manager | Supervisor | February 2010–December 2014

Early-career roles spanning sales, marketing, events, retail, operations, and live entertainment. Developed initiatives that increased **Cafe lunch sales 27%** and **average retail spend 50%**, while supporting media relations, promotional campaigns, and high-volume events.

EARLIER EXPERIENCE

- Dishcrawl — Event Marketing Manager | 2013–2014
 - Deployed Resources — First Responder & Logistics Lead (FEMA) | 2005–2009
 - Head Country Food Products — Catering Assistant | 2003–2008
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PLATFORMS & TECHNOLOGY

OpenTable | Salesforce | Tripleseat | Microsoft Power BI | Excel & Power Query | Google Analytics | Google Tag Manager | Data Studio | G-Suite | Notion | Microsoft 365 | SharePoint | AI & Automation Tools

EDUCATION & PROFESSIONAL DEVELOPMENT

Rochester Institute of Technology
Project Management | 2019–2020