



# JONATHAN MANNA

California

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## WORK EXPERIENCE

### **Retail Realm Distribution, Inc.**

*Director of Creative Marketing* – 2015 -> Now

Responsible for developing creative guidelines and strategies, as well as directing related marketing work for all corporate internal and external marketing communication efforts, including website development, print and digital collateral, email marketing campaigns, advertising/promotional pieces, social media content, video marketing, digital media strategy and related tasks. Project manage and measure all key corporate events/conferences in terms of planning, logistics, solicitation of sponsorships and exhibitors, and marketing/promotional activities.

*Marketing Manager* – 2013 -> 2015

Promoted to Director of Creative Marketing

### **TMZ**

*Post-Production Coordinator* – Jun -> Aug 2011

Responsibilities as post-production intern:  
Assistant editor duties, edited promo and commercials for show, upload, edit, and manage daily web-show (TMZ Live), data logging, transferring and organizing footage to different departments within network

## EDUCATION

Sonoma State University – 2009 -> 2013

Bachelor of Arts (B.A.), Communication and Media Studies  
Emphasis in Video Production

## PROFILE

Jonathan Manna is a creative marketing strategist and project manager with an expertise in developing digital media that promotes brands to mass markets. His experience includes the consumer products space with extensive knowledge of current best practices in; graphic design, social media marketing, brand building, video production, new product launch execution, sales support, event planning/ support, merchandising and project management.

Jonathan also has a background in working as a video producer and editor for several companies in the software/technology, news and entertainment industries. With a B.A. degree in Communications, Jonathan is skilled in directing creative projects – from idea to design to campaign execution – that connect people and products in ways that build the brand while driving sales.

Jonathan is currently the Director of Creative Marketing, overseeing the strategic creative vision, event planning, video marketing, and advertising/ promotional activities in North America for a multinational software development and distribution company that supports and extends the Microsoft Dynamics for Retail solutions.

Passionate about technological innovation within the retail industry, Jonathan continually looks for creative ways to leverage digital platforms that build, promote and support retail-focused companies.