

DOUG MANDELL

MARKETING PROFESSIONAL

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SUMMARY:

Strategic, data-driven marketing professional with over 10 years of experience delivering innovative and results-oriented marketing campaigns for single and multi-business enterprises. Talented at data analytics, creative development, advertising, event planning, sales management, and public/media relations.

SUCCESS:

- Elevated the quality of creative within the scope of my position at Darien Lake including website and social content, ride logos, in-park signage, season pass cardstock, etc.
- Successfully supported the launch of a new in-park concert series at Darien Lake through social-media promotion, digital advertising, and content marketing
- Continued the trend of annual record-setting attendance and revenues at Carowinds by tirelessly coordinating and executing all promotions, initiatives, and special events within my purview
- Maintained exceptional relationships with corporate alliance partners at Carowinds, coordinating and executing all promotions and sponsorships assigned to my role
- Doubled the frequency of favorable media coverage at Fantasy Island by implementing public relations best practices and leveraging media partners for added-value promotions
- Grew attendance by 10% and revenues by 5% at Fantasy Island by executing a new admission pricing model and by providing devoted marketing support to in-park revenue departments
- Established and enforced brand standards, content quotas, and best practices for P.R. and social media at Apex Parks Group's 12 Boomers! and SpeedZone locations

SKILLS:

- Office 365 (high Excel proficiency)
- Adobe CC (PS, AI, ID, PR, AE, DW)
- Content Management Systems (various)
- CRM (ExactTarget, ZOHO, MailChimp)
- eCommerce (Accesso, Shopify, CORE, etc.)
- Project Management (Wrike, WorkZone)
- Digital Advertising (Search, Social, Display)
- Social (Hootsuite, Sprout, Falcon, etc.)
- HTML, CSS

STRENGTHS:

- Media Relations and On-Camera Media
- Media Buying (OOH, TV, Print, Radio)
- Event Planning and Execution
- Graphic Design and Video Editing
- Copywriting and Proofreading
- Data Mining and Visualization
- Budgeting and Expense Management
- Brand Management and Compliance

STUDIES:

- Niagara County Community College | 2010-2012
- A.S. | Digital Media Production
- Buffalo State College | 2012-2013
- Media Production

Apex Parks Group & Fantasy Island | Buffalo, NY | 08.2017 – 06.2020

Corporate Manager, Digital Marketing & P.R. and Director of Marketing, Fantasy Island

- Annually developed the park's marketing plan, marketing budget, ticket model, forecast, as well as additional plans for the company's 12 Family Entertainment Centers (FECs)
- Managed and executed a season pass pricing and promotions strategy that increased unit sales by 350% (4.5x) over the course of two seasons and yielded the highest penetration rate within the company for cross-sold dining plans, drink bottles, and snack buckets
- Responsible for reporting season pass, cross-sold products, and consumer demand ticket sales performance, forecasts, and trends. Identified and executed proactive and reactive marketing tactics based on learned insights. Performed other data analysis as assigned
- Worked alongside the advertising agency to develop and execute multi-channel marketing campaigns, negotiate media buys, and secure added-value activations from media partners
- Oversaw the creative development of all marketing materials including brochures, print ads, digital ads, TV and radio spots, eNewsletters, websites, billboards, and in-park signage
- Responsible for the introduction of 10 new, plus the redevelopment of 5 legacy, consumer demand special events that successfully drove park attendance and incremental pass sales
- Helped identify, conceptualize, and bring to market annual marketable capital investment
- Served as the park's spokesperson in addition to managing digital marketing, social media, and public/media relations efforts for the park and the company's 12 FECs
- In conjunction with corporate marketing and key stakeholders, executed a high-stakes public/media relations effort in response to company restructuring and COVID-19 pandemic
- Oversaw the programming, testing, and deployment of all online tickets, season passes, cross-sell, up-sell, and retail packages within CORE cashless
- Member of the Manager on Duty program, which entailed maintaining the guest experience

Carowinds Theme Park | Charlotte, NC | 01.2016 – 08.2017

Area Marketing Manager, Special Events and Ticketing

- Coordinated the development and execution of large-scale promotions with our corporate alliance partners in the quick-service restaurant, grocery store, and travel-center industries
- Facilitated the execution of 3 new, plus the continuation of 5 legacy, consumer demand special events that successfully drove park attendance and incremental in-park revenue
- Responsible for the daily/weekly/monthly reporting of season pass and one-day ticket sales
- Developed materials related to strategic planning including road maps, content calendars, creative briefs, pitch decks, reports, and other supporting documents
- Oversaw the programming, testing, and deployment of all online tickets, season passes, cross-sell, up-sell, and retail packages within Accesso Passport
- Member of the Manager on Duty program, which entailed maintaining the guest experience

Darien Lake Theme Park | Buffalo, NY | 01.2014 – 01.2016

Digital Media Marketing Supervisor (Hershend Family Entertainment, Premier Parks)

- Managed all aspects of the park website, social media, and eNewsletter including copywriting, graphic design, coding, list management, scheduling, insights and analytics
- Coordinated with advertising agencies on the development and execution of digital marketing campaigns for season passes, one-day tickets, accommodations and concerts
- Facilitated the programming, testing, and deployment of all online tickets, season passes, cross-sell, up-sell, retail, and accommodations packages within Accesso Passport
- Member of the Manager on Duty program, which entailed maintaining the guest experience

Niagara County Community College | Sanborn, NY | 10.2012 – 01.2014
eLearning Student Support Specialist / Systems Administrator

- Provided technical support to faculty, staff, and students in matters related to the campus Learning Management System (LMS) and eLearning course development
- Developed promotional materials related to online instruction and eLearning course development including mailers, eNewsletters, on-campus signage, and digital displays
- Created, maintained, and updated content for the eLearning department's website
- Facilitated instructional workshops for college faculty and students related to the LMS

Lewiston Web Solutions | Lewiston, NY | 04.2012 – 06.2013
Web Designer / Account Manager

- Served as the lead point of contact and facilitated communication between account holders and the company
- Ensured that client's website facilitated their specific goals and consulted on strategies to help them achieve their desired outcomes including search engine optimization, social media best practices, maintaining mobile-friendly websites, etc.
- Developed and maintained UI/UX concepts and designs for new and existing clients
- Facilitated training on the user-end Content Management System as part of the client onboarding process

REFERENCES:

JOHN FITZGERALD

Former CEO, Apex Parks Group

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CHRIS KEARSING

Former GM, Fantasy Island

[PHONE AND EMAIL REDACTED FOR WEB]

REBECCA TORTORELLI

Fmr. VP of Marketing/Sales, Apex Parks Group

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ERIC FLUET

President, Get It Done Marketing

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BETH TWISLER

Director of Sales and Special Events, Boomers!

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LARESA THOMPSON

TV Anchor & Former P.R. Manager, Carowinds

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MELEENA LOSEKE

Former Marketing Manager, Apex Parks Group

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