



Mandy Malone

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Summary

Master of Business Administration, experienced events manager, marketing professional, and entertainment industry specialist with over 14 years of experience in live entertainment operations, marketing account management, content creation, advertising and event sales, and event project management

Skills

Account Management

Production Sales

Client and Venue Relations

Event Project Management

Budget Management

Talent Casting and Training

Entertainment Show Maintenance

Brand Management

Script Writing and Review

Entertainment Operations

Marketing Sales

Digital Marketing and Strategy

Copywriting

Graphic Design

Media Relations

Experience

Senior Sales Manager, Venues – Encore Global

Monterey, California | January 2023 – Present

Guide clients through the event execution process for small to high-production events, utilize tools to maximize revenue capture to reach \$1.6M in annual sales, develop and maintain venue partner and client relationships, execute and lead monthly target capture meetings, develop compelling sales proposals, employ effective CRM practices

Marketing Specialist – Marine Corps Community Services

Iwakuni, Japan | May 2021 – November 2022

Process and project manage 12,000 annual marketing requests for Marine Corps Air Station Iwakuni, copywriting, editing, content creation, manage and develop internal and external client relationships, manage on-site marketing team executing the live cameras and photography at the Marine Corps Ball serving over 4,000 Marines and their guests

Marketing Consultant – Anderson Health & Fitness Center

Meridian, Mississippi | March 2020 – December 2022

Advertising strategy, media buying, social media management, graphic design, internal communications for a medically-based wellness facility

Marketing Director – Ascent For A Cure

Meridian, Mississippi | October 2019 – November 2022

Public relations, media strategy, and brand management including website, social, and video content, fundraised over \$30K in sponsorships and donations for a non-profit focused on Parkinson's Disease and awareness

Regional Account Manager – Mendez Media Marketing

Fresno, California | March 2019 – March 2020

Account management, advertising strategy, creative strategy and development, client relations and employee management/strategy, social media management, content creation, budget maintenance and billing, public relations, sponsorship management (venues, athletes, and influencers) managing two major client accounts worth \$300K annually

Account Executive – NBC, CBS and FOX, Waypoint Media

Meridian, Mississippi | June 2016 – November 2018

Advertising Sales of \$360K annually for NBC, CBS and FOX of traditional and digital mediums managing a robust list of clients across varying industries, on-air talent, voiceover, promotions, and sponsorships

Entertainment Specialist – Walt Disney Attractions Japan, Ltd.

Maihama, Japan | December 2009 – March 2016

Talent casting, Facilitated, trained, observed, evaluated, and approved roughly 120 new cast members annually for Tokyo Disney Resort, show and rehearsal maintenance and observations, Character operations assessment and recommendations

Disney Performer – Oriental Land Company & Disneyland Resort California

Tokyo Disney Resort & Disneyland Resort California | 2000 – 2008

Portrayed numerous Disney Characters in commercials and marketing content, shows, parades, special events, national tours, and one-on-one guest greetings, AGVA Vocalist



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Education

Master of Business Administration – University of Maryland Global Campus 2022

Bachelor of Arts in Dance – University of California, Irvine Claire Trevor School of the Arts 2004

Broad range of studies in Dramatic Arts, Musical Theatre, Mathematics and Science

Organizations

Delta Gamma Sorority University of California, Irvine, Delta-Phi Chapter

**Volunteer
Service**

Like Home Haruka 2020 – 2022

Served as Fundraising Chair with the Officers' Spouses' Club to provide holiday gifts for a local orphanage in Iwakuni, Japan

East Mississippi Animal Rescue 2018

Volunteer, plan and execute a major community fundraiser for the rescue, consult on digital and traditional marketing efforts to engage the community

Stage 2 Member of the Board – Meridian, MS 2017 – 2018

Support Stage 2, a local children/young adult theater group as needed, casting panel member, set design, and production

Lauderdale Child Protective Services 2016 – 2018

Naval Officers' Spouses' Club, coordinate support for the local Child Protective Services, bi-annually, with donations of school uniforms and Christmas gifts

Walt Disney Attractions Japan Green Team Member 2013

Project Leader for the WDAJ Environmental Expo, planned, delegated, and led the WDAJ Green Team in the development of an exhibition that highlighted Disney's best environmental practices globally and within Parks & Resorts

Disney VoluntEARS Aiji-no-Ie Orphanage 2009 – 2013

Participated and assisted twice yearly with fellow Disney VoluntEARS in orphanage activities including Hina-Matsuri and their local Christmas Party

Ishinomaki & Watari-cho Tsunami Relief 2011

Participated in two individual missions to the Tsunami-affected region of Japan after the Great East Japan Earthquake to assist in Tsunami relief efforts

**Additional
Skills**

Navigator, Compass, Airtable, Notion, Google Suite, Microsoft 365 & Teams, Slack, ClickUp

Proficiency in Apple and Windows platforms and software

Adobe Creative Cloud, Canva

Wix, Wordpress, Good Barber, ScreenCloud

Google Analytics, Google Ads, Meta for Business, MavSocial

Constant Contact

Public Speaking, Public Relations, and Voiceover

Amateur Photographer and Travel Writer

Conversational Japanese with ongoing studies

Accolades

Walt Disney Attractions Japan Excellence Award for research and development on current in-park Entertainment trends that impact future growth and development planning for WDP&R

Marine Corps Community Services Iwakuni Silver Otorii Award for excellence