

J. Blake Manosh

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EDUCATION

- VCU Brandcenter**, Richmond, VA *May, 2010*
M.S. Creative Brand Management
- Dynamic Media Institute**, Boston, MA *May, 2008*
Post-baccalaureate degree in Dynamic Media
- Bard College at Simon's Rock**, Great Barrington, MA *December, 2006*
B.A. Communication Design and Psychology
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WORK EXPERIENCE

- New Product Development & Design** TPR Media, LLC: *2007 – present*
- ▶ Design and implement web-based management platforms, dynamically generated e-newsletters, and interactive websites.
 - ▶ Assist in creating new products and line extensions. Provide overall brand guidance working with Marc Gascon, CEO & Founder of TPR Media, LLC.
- Strategic Planning Intern** BBDO San Francisco: *2010 – 2010*
- ▶ Assisted with and supported new business pitches and new product development.
- Website Design & Development** Signal Advertising: *2001 – 2003*
- ▶ Aided with the management and design of online stores, working directly with clients.
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BRANDING CAMPAIGNS

- Federal Reserve**, “Consumer Outreach” *Spring 2010*
- ▶ Worked with Michelle Smith, the Board of Governor’s Assistant, on a campaign to improve their brand and help create a financially well-informed and responsible public.
- Com40**, “Aurora” *Spring 2010*
- ▶ Conceptualized a new retail store and crafted the brand experience for the owners of Com40, an international mattress manufacturer looking to open a line of bedding stores.
- Virginia Foundation for Healthy Youth**, “The League of the Extraordinary Average” *Fall 2009*
- ▶ Designed an anti-tobacco campaign to reduce teens’ smoking habits by embracing fun and rebellious acts they’re doing already.
- The New York Times** | *case study* *Spring 2009*
- ▶ Developed new business models and strategic direction for revitalizing their core product, the news.
- Clementine**, “Local Markets” *Fall 2008*
- ▶ Promoted sales for a boutique consignment retailer using a practical, multifaceted campaign targeting local markets.
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Interests: soccer, skiing, foreign travel,
digital photography

Personal quirks: - invented a pressure sensitive stress ball
- won a robotics competition
