

**MICHAEL MANN**  
mikemann@gmail.com  
www.whatsupmann.com

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## EMPLOYMENT

- 2013-present* Director of Communications *Arrival Agency* [www.arrivalagency.com](http://www.arrivalagency.com)  
Communications, marketing, PR, and ecommerce for the creative agency responsible for some of Vancouver's most beloved events. Including: Khatsahlano Street Party 2014 (150,000+ attendees), Food Cart Fest (5,000+ attendees weekly), and NYE at the Hotel Vancouver (1000+ attendees, oversaw \$100,000+ in ticket sales annually).
- 2012-present* Contributing Writer *The Georgia Straight* [www.straight.com](http://www.straight.com)  
Arts, fashion, and music writer for Vancouver's most read newspaper.
- 2010-present* Freelance PR  
PR services for select clients. The clients I work alongside always receive extensive media coverage because I have exceptional contacts and write the best press release in Vancouver. Past and current clients include: Cavalier (jewelry store), Raif Adelberg (luxury cashmere line), and the Khatsahlano Street Party (150,000+ person music and art festival).
- 2006-present* Freelance Web Design and Marketing  
Freelance web design, site maintenance and marketing for arts-oriented businesses. Past and current clients include: 107 Shaw Gallery, Raif Adelberg, Devitt Brown, ION Magazine, Justin Gradin, Nobasura Creative Agency, Nuba, Rad Kids Talent Agency, and The Waldorf Hotel.
- 2012-present* Marketing and Communications *Nuba* [www.nuba.ca](http://www.nuba.ca)  
Online marketing and communications for a popular chain of Lebanese restaurants that are consistently ranked among the top places to eat in Vancouver.
- 2013-2015* Teacher *Blanche Macdonald*  
Wrote, implemented, and taught a course on social media and online marketing for Vancouver's top fashion school.
- 2010-2013* Director of Communications *The Waldorf Hotel* [www.ripwaldorf.com](http://www.ripwaldorf.com)  
A member of the small creative team that conceived, promoted, and executed world class events at "Vancouver's cultural oasis," - Globe and Mail. In charge of internal and external communications, managing the venue's multiple web and social media properties, email marketing, press releases, developing and implementing communication and marketing strategies. Spearheaded the media and web campaign following the announcement of the hotel's closure and received unprecedented levels of media coverage and public engagement.
- 2002-2011* Editor in Chief *ION Magazine* [www.ionmagazine.ca](http://www.ionmagazine.ca)  
Responsible for all aspects of running an award-winning, nationally distributed, youth culture magazine. Primary duties included developing content, writing, editing, marketing strategy, overseeing design and production, coordinating 50+ artists, sub-editors, photographers, writers and artists.
- 2002-2008* Associate Editor *The Nerve Magazine* [www.issuu.com/thenervemagazine](http://www.issuu.com/thenervemagazine)  
Support position for a nationally distributed music magazine. Responsible for developing content, writing, editing, website maintenance, festival coverage, production management, ensuring deadlines were met, and the content was tailored to The Nerve's unique audience.
- 2004-2006* Director of Marketing *Summer Lovers Unlimited Music*  
Helped launch a boutique music label. Responsible for budgeting and coordinating the production of CDs and vinyl, licensing, arranging distribution, marketing, and publicity of releases.

2003-2004     Producer's Assistant *Infinity Media* [www.infinitymediainc.com](http://www.infinitymediainc.com)  
Performed accounting, administrative, marketing, secretarial and technical support work in the Canadian office of an Oscar winning film production company.

## **SKILLS**

- Unsurpassed communication, leadership, problem solving, and project management skills.
- Accomplished writer and editor.
- Advanced computer skills: Adobe Creative Suite, Final Cut Pro, MS Office, Customer Relationship Management and Project Management software.
- Advanced web skills: Content Management Systems, Google Analytics, email marketing, and social media.
- Mercilessly deadline driven.

## **EDUCATION**

2002             Simon Fraser University, Bachelor of Arts: Communication