

joe merkley



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Curriculum
Vitae 2025

2025

joe merkley
ceo | founder

45 Years of Experience!

With over 45 years of experience in marketing, branding, and advertising, I have had the privilege of working with prestigious luxury brands such as David Yurman, Lagos, Mikimoto, Mont Blanc, Oscar Heyman, and Roberto Coin. My expertise extends to renowned watch brands, including Rolex, Patek Philippe, Concord, Piaget, and Baume & Mercier.

I am passionate about crafting branded, creative, and market-proven solutions tailored to discerning clients. It has been my privilege to serve a diverse range of prominent local, regional, and national brands across medical, real estate, retail, legal, financial, and more industries.

SKILLS & EXPERTISE

Marketing Strategist

Professional Sales:
Product & Services

Advertising Campaigns:
Development & Management

Database Management

WordPress Website Development

WordPress Website Management

Website Promotion & Marketing

Online Marketing Strategist

Email Marketing:
Development, Delivery & Analytics

Social Media Marketing Strategist



Adobe Photoshop



Adobe Illustrator



Adobe Dreamweaver



Adobe Acrobat



Apple Pages



Apple Numbers



Apple Keynote



Microsoft Word



Microsoft Excel



Microsoft PowerPoint



Microsoft Publisher



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ceo/founder

MMGWOW.COM

WORK EXPERIENCE

Merkley Marketing Group: St. Johns, FL

January 2002 - Present

CEO/Founder

Merkley Marketing Group, located in Palm Coast, Florida is a personable boutique advertising agency delivering BIG results. Our focus is serving many diverse prominent local, regional and national brands, including medical, real estate, retail, legal, financial...!

- **Website Development Portfolio:** mmgwow.com/jacksonville-web-design
- **Graphics Portfolio:** mmgwow.com/jacksonville-creative-concepting
- **Clients:** mmgwow.com/our-clients
- **Client Testimonials:** mmgwow.com/clients-rave

2002 - 2004: Developed and executed a weekly email newsletter to the Jewelry Industry with over 7000 subscribers for Gemfind located in New Port Beach, CA.

Merkley Jewelers: Louisville, KY

July 1992 - Decemember 2001

President

- Managed the first year of growth to \$700,000 and second-year to \$1,800,000
- Top salesperson every year
- Developed successful jewelry & watch replacement division (Merkley Replacement Services), which partnered with major insurance companies (State Farm, Allstate, Liberty Mutual...) providing jewelry and watch replacements to settle their client's claims
- Created & implemented marketing & advertising strategies that increased client base and revenues
- Managed 15 associates, inventory and purchasing

Merkley Kendrick Jewelers: Louisville, KY

1984 - 1992

Manager

- Managed store with a sales volume of \$1,800,000
- The top salesperson from 1985 - 1992

For over 25 years, I successfully managed three luxury retail family businesses, each achieving revenues of over one million dollars.



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WORK EXPERIENCE

continued

Merkley Kendrick Jewelers: Lexington, KY

1981 - 1992

President

- My Father & Uncle purchased Fuller & Wilder Jewelers and I was appointed manager at the age of 21
- Sales volume of Fuller & Wilder was \$300,000 per year and within 2 years I increased volume to \$700,000 and we moved the store to a beautiful boutique setting on the south edge of downtown Lexington
- We were dealers of esteemed watch brands such as Rolex, Corum, Concord & Piaget

ORGANIZATIONS

Lexington, KY

- **Rotary International:** Youngest Member
- **Philharmonic Society Member**
- **Lexington Jaycees**

Louisville, KY

- **President of St. Matthew's Indian Summer Festival**
- **Board Member of St. Matthew's Indian Summer Festival**
- **Founder/Director of A Loving Home:** Non-profit providing adoption assistance
- **Board Member of St. Matthew's Business Council**
- **Boy Scouts of America:** District Fundraising Chairman
- **Trinity High School:** Development Board Member

St. Johns, FL

- **Westminster Woods Julington Creek:** Employee Enrichment Committee



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