

joe merkley

ceo | founder | digital cowboy



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Credentials &

Expertise 2026

2026

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45+ Years of Experience!

With over 45 years in marketing and sales, I've had the honor of representing some of the world's most respected luxury brands — including Rolex, Patek Philippe, David Yurman, and Montblanc. For over 25 years, I led two multi-million-dollar luxury jewelry retail businesses where elite service and smart, sustainable growth were my daily passion.

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

AI+ HI Strategist & Consultant

Marketing Strategist
Digital & Online Channels

Professional Sales:
Products & Services

Advertising Campaigns:
Development & Management

Database Management

WordPress Website Development

WordPress Website Management

Website Promotio, SEO & Marketing

Online Marketing Strategist

Email Marketing:
Development, Delivery & Analytics

Social Media Marketing & Content Strategist



ChatGPT



Claude



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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WORK EXPERIENCE

Merkley Marketing Group: Broomfield, CO

January 2002 - Present

CEO/Founder

Merkley Marketing Group, located in Broomfield, Colorado 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:** merkleymarketinggroup.com/
- **About:** merkleymarketinggroup.com/northeast-florida-marketing-agency/
- **Services:** merkleymarketinggroup.com/marketing-services/
- **Client Raves:** merkleymarketinggroup.com/merkley-marketing-group-testimonials/

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 - December 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

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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