


JPM Jack Manzella

Senior Digital Marketing Specialist /
Entrepreneur-In-Residence

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 manzeja

ABOUT ME

A passionate technologist by trade and a resourceful entrepreneur at heart. I love building new ventures and exploring innovations that have a broad impact.

At FirstBuild, we work closely with our community to research and develop new, innovative appliance products. As a digital marketing specialist, I am responsible for architecting and optimizing our digital product suite to meet FirstBuild's commercial objectives.

EDUCATION

B.S. Information Systems

Farmer School of Business, Miami University
2013-2017

Executive Degree, IT

Kelley School of Business, Indiana University
2017-2019

Business Certificate, Distilled Spirits

University of Louisville
2019-2021

MBA, Entrepreneurship & Innovation

University of Louisville
2019-2021

AWS Certified Solutions Architect

AWS Certified Developer

Amazon Web Services
2019

SKILLS

- Digital Advertising
- Venture Capital
- Crowdfunding
- IT Infrastructure
- Website Development
- Brand Building
- Agile Certified

EXPERIENCE

Senior Digital Marketing Specialist

FirstBuild / Louisville, KY / September 2019-Present

Currently directing and implementing strategy for FirstBuild's digital marketing and digital product suite. I oversee product advertising campaigns, content creation, FirstBuild's co-creation platform and website, IT Infrastructure, crowdfunding strategy and execution, data insights and analytics, social media, and new product evaluation analysis.

Entrepreneur-In-Residence

University of Louisville / Louisville, KY / January 2022-Present

As Entrepreneur-In-Residence at the University of Louisville, I am responsible for coaching and mentoring student-led startups, developing and strengthening relationships with the Louisville startup ecosystem, and teaching courses in entrepreneurship and venture capital.

Cloud Computing Architect

GE Appliances, A Haier Company / Louisville, KY / June 2018 – September 2019

Certified AWS Solutions Architect and certified AWS Developer. I supported +25 AWS and Azure Cloud Environments with a focus on building highly fault tolerant systems. Specialized in identity and access management (IAM) and cost-out initiatives, resulting in \$300k+ YoY savings.

Corporate Innovation Strategist

GE Appliances, A Haier Company / Louisville, KY / June 2017 – June 2018

Managed the swift construction and \$200k+ investment in a physical innovation lab, the IT InnoBay, and the implementation of an IT Innovation Strategy across a global IT Team. Co-founder of Innovation Ventures, a GEA internal new venture accelerator program.

IT Leadership Development Program

GE Appliances, A Haier Company / Louisville, KY / June 2017-September 2019

Rotated through multiple IT related business functions, holding a mix of project management and technical positions. The program required an intense cross-functional workload, completion of industry-leading certifications, report-outs to CIO and staff, and executive training workshops.