

March 19, 2020

To Whom it May Concern:

I would like to introduce you to Mr. Josh Schiering. I had the pleasure of meeting Josh at a time that our company was struggling to establish a strong direction for marketing of our many diverse programs and services to our local communities.

We were fortunate enough to have Josh come on board at The Thoreau Club in the fall of 2019. The Thoreau Club is a large, family focused, health, fitness, tennis, camp and recreation facility located on 35 acres in Concord, Massachusetts. What started in 1951 as a summer day camp for local children has evolved into a modern athletic facility with significant indoor and outdoor programs and services, employing between 150 and 260 individuals during high and low season.

Given the competitive nature of our programs and services, we needed an "outside of the box thinker". Josh was able to quickly understand our complex product offerings and was able to apply creativity, tact, leadership and sound strategic planning when it came to managing the sales team, leading the marketing division and steering the ship for camp.

With exceptionally strong verbal and written communication skills, Josh embraced the management of the marketing team and developed an annual marketing calendar that implemented cross departmental marketing and promotions to drive enrollment in summer camp, club membership and many other programs within the company.

He developed several direct mail campaigns including the content management that targeted specific persona types that resulted in exceptional ROI, increasing both membership revenue and summer camp revenues. By refining our website, Josh was able to see and track a higher click through rate from all of our direct mail, email and social media campaigns.

As any business leader knows, having a sophisticated and responsive marketing plan is key to success. Josh restructured the marketing team to align with long-term goals and objectives, developed promotion code timelines and marketing messaging to maximize results and developed re-targeting systems based on click-through trends. In addition, he managed our Facebook ad campaigns targeting select persona types which increased followers, likes and shares.

One of the greatest impacts Josh had on The Thoreau Club was the reorganization and expansion of our summer camp programs. Josh added 6 new camp programs, developed and launched a new summer camp booklet, and rebuilt the website. As might be anticipated, our summer camp sales significantly exceeded both our budget and our expectations.

I believe that any organization would benefit from the drive and creativity brought by Josh.

Should you have any questions, please feel free to reach out directly.

Thank you.



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