

# Hi, I'm Josh...

...and I want to  
work with you.



## **WHO AM I?**

I am a graduate of the University of Minnesota Twin Cities with a creative and curious spirit. I have experience in digital marketing; social media strategy and content development; copy writing; paid media planning and content creation; field marketing promotions; and public relations initiatives. I am self-motivated, strategic, disciplined and work well in creative environments. I would love the opportunity to work with you!



## **LET'S CONNECT!**

joshperson95@gmail.com

952.807.1574

## **FIND ME ON...**

Instagram: @thejoshperson

LinkedIn: /in/personjoshua

Website: thejoshperson.com

## **WHERE HAVE I WORKED?**

### **Social Media & Content Manager**

**Gnomi, LLC**

**February 2019-July 2019**

- Managed company social accounts, grew and engaged audience through sharing relevant content.
- Worked with third-party agencies to build brand awareness.
- Developed content for company website, blog and paid digital marketing efforts.
- Coordinated and managed digital advertising/PR content.

### **Regional Field Marketing Coordinator**

**Good Culture, LLC**

**November 2018-April 2019**

- Managed network of brand ambassadors, coordinated in-store demo events with sales-orientated goals.
- Worked with retailers to built strong relationships and ensure inventory for in-store activations.

### **Operations Coordinator**

**WholeMe Foods, LLC**

**October 2017-June 2018**

- Managed and fulfilled distributor purchase orders and customer web orders; fostered strong customer relations.
- Product inventory management; warehouse management.
- Worked directly with sales and marketing teams to plan on-strategy social media campaigns and secure brand partnerships.
- Coordinated and managed marketing events; digital advertising.
- Managed company blog, ecommerce and website content.

### **Account Team Intern**

**IN Food Marketing & Design**

**January 2016-September 2017**

- Worked closely with AE to coordinate client meetings; updated project status calendar on daily basis.
- Developed and executed weekly social media content plans.
- Collaborated with creative team to develop and execute strategic marketing campaigns; assisted with content creation for both print and digital media.
- Social media community management; analytics reporting.

### **Brand Representative**

**Good Culture, LLC**

**Summer 2017-Fall 2018**

- Coordinated and managed in-store demo and sampling events.
- Tracked sales and inventory prior to and after each demo event.

## **I'M A COLLEGE GRAD!**

**University of Minnesota, Twin Cities**

**2013-2017**

**B.A. Journalism** – Professional Strategic Communications  
**Minor** – Management

## **WHAT CAN I DO?**

- Google Analytics reporting
- Social media strategy, management and content creation
- Field Marketing promotions
- Project management
- Event management/coordination
- Hootsuite/Sprout Social
- Adobe Creative Cloud (including: InDesign, Illustrator, Photoshop)
- Copy writing
- Facebook Ad Manager