



## CONTACT ME



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**LOCATION:**

Columbus, Ohio



**PORTFOLIO:**

ThePridonPerspective.com



## EDUCATION

2009 - 2012

### WEB DESIGN & INTERACTIVE MEDIA

The Art Institute of Pittsburgh, Pittsburgh, PA



## SKILLS



ADOBE PREMIERE PRO



ADOBE PHOTOSHOP



ADOBE LIGHTROOM



LOGIC PRO X



GOOGLE ANALYTICS



CONSTANT CONTACT / MAILCHIMP



COPYWRITING



PHOTOGRAPHY / VIDEOGRAPHY

# JOSH PRIDON

## MULTIFACETED CREATIVE PROFESSIONAL



## ABOUT ME

As a versatile creative professional with a passion for video editing/producing, social media, marketing, and brand storytelling, I possess a deep understanding of the critical role that branding and messaging play in today's digital landscape. My natural storytelling abilities, combined with my expertise in these areas, make me an ideal candidate for creating compelling content that resonates with audiences and helps build brand recognition.



## WORK EXPERIENCE

### DIGITAL MARKETING COORDINATOR

2019 - Current | Primatech, Inc. | Columbus, Ohio | Hybrid

- Analyzed key performance indicators (KPIs) and provided recommendations to the C-suite on strategies to improve marketing performance and drive revenue growth.
- Enhance our current inbound marketing strategy by implementing a comprehensive and effective drip campaign system through Mailchimp.
- Execute company-wide marketing strategies and implement existing plans by creating and deploying digital ads and content tailored to our global target audience, aligning with our marketing message
- Successfully grew our LinkedIn audience by 6,000 followers through strategic initiatives, while consistently generating engaging social media content as part of a comprehensive content strategy that inspires and educates our audience.

### CREATIVE DIRECTOR & BRAND STRATEGIST

FEB 2020 - JAN 2023 | Hunt Moxie | Columbus, Ohio | Remote

- Crafted and executed the Hunt Moxie brand identity by spearheading the creation of impactful logos, eye-catching promotional materials for sponsorships opportunities, and quality branded merchandise.
- Orchestrated and optimized Hunt Moxie's social media presence, taking charge of content creation, post scheduling, and proactive customer engagement. Effectively managed various social media platforms, ensuring consistent brand messaging and prompt response to customer inquiries.
- Proficiently captured high-quality photographs and filmed/edited captivating cinematic videos and reels for Hunt Moxie. Curated a compelling collection of visuals for utilization across marketing materials, social media platforms, and sponsorship initiatives. Leveraged DSLR cameras and Adobe Premiere Pro to deliver polished, visually striking productions.
- Effectively oversaw sponsorships for Hunt Moxie, meticulously ensuring the fulfillment of all contractual obligations while fostering and nurturing robust relationships with sponsors.



## PROFICIENCY

- o Brand Strategy Development
- o Market Campaign Management
- o Digital Marketing
- o Market Research and Analysis
- o Content Creation and Management
- o Brand Identity Development
- o Analytics and Reporting
- o Team Collaboration and Leadership
- o Graphic Design & Visual Communication
- o Video Production and Editing
- o Storyboarding and Concept Development
- o Cinematography and Lighting
- o Audio Production and Sound Design
- o Color Grading and Color Correction
- o Visual Storytelling and Scriptwriting
- o Crossfunctional Collaboration



## HOBBIES



Archery



Camping



Concerts



Cooking



DJing



Golf



Photography



Piloting



Running



Web Design



Videography



Volunteering



## WORK EXPERIENCE

(CONTINUED)

### SOCIAL MEDIA MANAGER / CONTENT CREATOR

JAN 2022 - MAR 2023 | TwoScore | Columbus, Ohio | Remote

- Collaborated with c-suite executives to leverage strategic thinking and industry expertise to provide actionable recommendations and implement cutting-edge strategies that propelled audience interaction and facilitated business growth.
- Delivered valuable insights on audience demographics, content performance, and other key metrics, enabling data-driven decision-making and the formulation of effective social media strategies to c-suite level executives
- Acted as a creative force behind the 24 credit unions social media accounts nation-wide, curating compelling and relevant content that resonated with followers, driving robust engagement, and fostering steady growth
- Proficiently managed the scheduling of all social media posts for multiple credit unions, leveraging a diverse range of tools and platforms to optimize timing and maximize reach.

### MARKETING MANAGER

JAN 2016 - SEP 2019 | Ohio Credit Union League | Columbus, Ohio

- Developer and lead designer for multiple, high-profile physical and digital campaigns throughout the year, including three-dimensional “ask” leave-behinds given to (and loved by) U.S. and state legislators and annual holiday promotions and attention-grabbing videos.
- Led the conceptualization and launch of the brand’s voice, intent, and target audience. Maintained multi-platform content for the industry-acclaimed corporate social media identity, driving organic brand growth to over 5,600 followers with a consistent annual growth rate of 40%.
- Conveyed organization’s brand and value through diverse channels: bi-weekly e-newsletter (8,600 contacts), subject-specific e-blasts, and regular Facebook Live sessions. Connected with the audience in preferred formats, enhancing appreciation and sustaining value.
- Led annual golf outing fundraiser, driving event innovation, marketing initiatives, sponsorships, on-site execution, and team leadership. Surpassed goal by 130%, achieving sold-out registration, record-breaking sponsorship, and generating \$42,000 in revenue.



## REFERENCES



### KATIE WALTON

VP of Marketing at Cure Sanfilippo Foundation

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### BRUCE BURGE

Pro Points Vendor Coordinator at Discount Drug Mart

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### PAUL GAGNE

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### TARA KOCHANSKY

VP of Client Relations & Engagement at TwoScore

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