

THERESE JOSEPH

COMMUNICATOR | DESIGNER | WRITER



marketing & communications

Digital Communications Manager | May 2014 - Present
Shift Collaborative

- Act as Project Lead and the client point-of-contact for multiple accounts, including a mix of short-term projects and long-term retainers that total \$100,000 in annual revenue
- Generate \$35,000 in additional revenue in 2018 through project add-ons and additional project requests
- Oversee team providing digital marketing services, including delegating assignments, advising on campaign strategies, and standardizing the hiring, onboarding, and training process for digital marketing employees
- Manage \$90,000 in annual pay-per-click advertising spend for clients
- Develop and implement content marketing, copywriting, data tracking systems, email marketing, information architecture, marketing strategies, market research, pay per click advertising, search engine optimization, social media marketing, user experience, and web design

Marketing Communications Consultant | August 2014 - December 2014
Client: English Department, Carnegie Mellon University

- Created touch-point collateral and consulted on current marketing trends

PR Fellow | May 2014 - December 2014
UpTo Know Good, LLC

- Consulted on marketing strategies and creative assets of small businesses
- Promoted pop-ups through media relations, social media and direct marketing

External Communications Consultant | September 2013 - January 2014
Client: IEEE Professional Communication Society

- Researched and advised IEEE PCS how to transition webpage to a curated blog

Marketing Consultant | November - December 2013

Client: Global Communications Center, Carnegie Mellon University

- Conducted market research on brand identity, services, and marketing strategy

Hospitality Associate | October 2011 - April 2013

Pitney Bowes Management Services

- Oversaw 25 meetings/events per day for Buchanan, Ingersoll, & Rooney PC

web & social media

Social Media Consultant | August 2014 - December 2014
Client: Pittsburgh Pirates

- Identified strategies for increased engagement and return on investment

UX Design Consultant | January - May 2014

Client: Computer Science Department, Carnegie Mellon University

- Collaborated with team to research, develop, and test new website

writing & editing

Copy Editor | March 2011 - May 2012
Client: Thomas White

- Reviewed manuscripts for typos, grammatical errors, and context clarity
 - *The Forgotten Tales of Philadelphia* published October 2011
 - *Gangs and Outlaws of Western Pennsylvania* published July 2012

Contributing Writer & Photographer | April 2010 - May 2011

La Roche Courier

- Investigated and composed articles with photos under deadline

certifications

Analytics

Google Analytics

Digital Advertising

Google Ads

digital media skills

Analytics & Tracking

BrandWatch, CallRail, comScore, Dialog Tech, Google Analytics, Google Tag Manager, MozPro, SEMrush

Customer Relationship Management (CRM)

HubSpot

Coding

CSS, HTML, jQuery

Content Management Systems

Blackbaud, Finalsite, Drupal, ModX, Weebly, Wix, WordPress

Digital Advertising Platforms

Bing Ads, Facebook Ads, Google Ads, Twitter Ads

Marketing Tools

Buffer, Constant Contact, Hootsuite, Keyword Planner, LanderApp, MailChimp, Scoop.it

Prototyping & Testing

Balsamiq, Google Optimize, Survey Monkey, TryMyUI

Reporting Platforms

Datadeck, Domo, Google Data Studio

Social Media Platforms

Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, Vimeo, YouTube

computer skills

Adobe Software

Acrobat, Illustrator, InDesign, Photoshop

Google Software

Docs, Drive, Sheets, Slides

Microsoft Software

Excel, Outlook, PowerPoint, Publisher, Word

education

Carnegie Mellon University

Pittsburgh, PA | MA in Professional Writing

La Roche University

Pittsburgh, PA | BA in English Studies
Minor in Professional Writing

American InterContinental University

London, England | Study Abroad