



**Joshua A. Fayer**  
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## Education

### Syracuse University

Public Relations, B.S.  
S.I. Newhouse School of  
Public Communications

#### Minors

Computer Science  
Political Science

GPA: 3.68  
Dean's List  
May 2020



## Skills

### Web development

HTML5, CSS3, JavaScript,  
PHP, Node.js

### Adobe Suite

InDesign, Photoshop,  
Illustrator, Premiere

### Analytics

Google, Facebook, and Twitter  
ads, coursework in data mining

### AP Style

### Research



## Involvement

**Orange Appeal (2016-present)**  
a cappella group  
Treasurer (2017-present)  
*Unpeeled*, album released  
in Fall 2017

**Resident Advisor (2017-2018)**  
*Maxwell Learning Community*



## See Also

[fayer.me/portfolio](http://fayer.me/portfolio)  
[fayer.me/github](http://fayer.me/github)  
[fayer.me/flickr](http://fayer.me/flickr)

## Marketing Communications Intern

Zylotech Cambridge, MA Summer 2018

Zylotech is a self-learning customer data platform spun out of MIT. At Zylotech, I supported sales by working to increase inbound marketing KPIs, especially focusing on social media engagement and unique website visits.

- Managed marketing communications
- Developed social media presence, strategy, content, and reporting
- Wrote 12 blog posts and over 60 social media posts, created 5 graphics, assisted with UI redesign, and drafted press kit resources
- Developed department-wide organizational resources such as publication calendars and social media aggregators

## Policy Communications Intern

J-PAL North America Cambridge, MA Summer 2017

As part of the policy communications team at J-PAL North America, I helped to spread information about poverty-alleviating policy initiatives run by J-PAL affiliated researchers.

- Wrote weekly internal newsletters, drafted frequent social media posts, and synthesized weekly social media analytics
- Edited staff publications and policy evaluations
- Organized information about recent and ongoing policy evaluations and updated the J-PAL Evidence Summary page
- Prepared video releases and other website content

## Media & Advocacy

Cold Case Act East Windsor, NJ 2016-present

The *Civil Rights Cold Case Records Collection Act of 2018* began as a high school project in my former AP civics class. Now, it has passed committees in both chambers of Congress and has accumulated national attention and bipartisan support. Learn more at [coldcaseact.com](http://coldcaseact.com).

- Helping peers from my high school civics class advocate for a bill to solve civil rights cold cases, which has been introduced into the House (H.R.1272) and Senate (S.3191)
- Built press site ([press.coldcaseact.com](http://press.coldcaseact.com)) from scratch, wrote digital press kit resources, and created other website content
- Participated in a one-on-one interview with radio station WBEZ
- Directly lobbied lawmakers and their staffs