



Joshua A. Fayer
jafayer@syr.edu

joshuafayer.com

(609) 619-1323

/in/joshuafayer



Education

Syracuse University

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

Minors

Computer Science
Political Science

GPA: 3.72
Dean's List

May 2020



Skills

Web development

HTML5, CSS3, JavaScript,
PHP, Node.js, Git

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

fayer.me/github

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. In January 2019, it was signed into law after three years of lobbying, making it the first federal law written by high schoolers. Learn more at coldcaseact.com.

- Worked on overall media strategy, including coordinating social media activity and standardizing language for use in interviews and press releases
- Built press site (press.coldcaseact.com) from scratch, wrote digital press kit resources, and created other website content
- Monitored media, participated in interviews, managed contact lists
- Advocating for the law's successful implementation