



**Joshua A. Fayer**  
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## Education

### Syracuse University

#### Public Relations, B.S.

S.I. Newhouse School of  
Public Communications

May 2020

#### Minors

Computer Science  
Political Science

GPA: 3.72

Dean's List



## 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](https://fayer.me/portfolio)

[fayer.me/github](https://fayer.me/github)

[fayer.me/flickr](https://fayer.me/flickr)

## Marketing Communications Intern

Zylotech Cambridge, MA Summer 2018

- Developed social media presence and strategy by generating multimedia content and revising department reporting standards
- Supported sales by working to increase inbound marketing KPIs, such as unique website visits, social media engagement, and more
- 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

- 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, website copy, a data visualization, and other digital resources

## Media & Advocacy

Cold Case Act East Windsor, NJ 2016-present

- 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](https://press.coldcaseact.com)) from scratch, wrote digital press kit resources, and created other website content
- Participated in interviews with CNN, ABC, and the Illinois-based radio station WBEZ
- Monitored media, maintained reporter contact sheets
- Advocating for the law's successful implementation

### About the Law:

The *Civil Rights Cold Case Records Collection Act* 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](https://coldcaseact.com).