

JOSEPH PORTNOY



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CAREER SUMMARY

Creative strategist and brand storyteller specializing in turning campaigns, courses, and activations into unforgettable audience experiences.

- **Zoomtopia-style video series:** Produced a 42-video certification course with integrated animation and strategic storytelling, delivering all assets ahead of schedule and helping the client exceed launch goals.
- **Challenge Box experiential activation:** [Produced a physical brand experience for Lockheed Martin](#) that framed job hunting as a creative mission—boosting booth traffic and cleared applicant conversion.
- **#1 NYT Bestseller launch:** Designed and led the brand campaign for *Build the Life You Want*, driving 75M impressions and over \$10M in media value with placements across CBS Mornings, CNBC, and The Drew Barrymore Show.
- **Live events + speaker support:** Directed content capture and speaker briefing across 280+ national events at the U.S. Department of Education, including White House and Secretary of Education-led initiatives.

PROFESSIONAL SKILL SET

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|-------------------------------|-----------------------------|-------------------------|
| ● Creative Campaign Strategy | ● Multimedia Storytelling | ● Content Strategy |
| ● Branded Events | ● Audience Engagement | ● Social Media Strategy |
| ● Experiential Marketing | ● Speaker & Talent Curation | ● Public Relations |
| ● Cross-Functional Leadership | ● Campaign Analytics | ● Data Analytics |
| ● Executive Communication | ● AI Automation | ● Paid Advertising |

TECHNOLOGY PROFICIENCIES

HubSpot | Hootsuite | Adobe Experience Manager | Adobe Creative Cloud | Tableau | Google Data Studio | AirTable | Davinci Resolve | Frame.io | ChatGPT | Sprout Social | Agorapulse | Meta Business Suite | Google Analytics | Google Search Console | WordPress | Zapier | Trello | Canva | Asana | ConvertKit | AWS | HTML | CSS | Python | Notion | Confluence | Avature | Brassring | Textio | Otter.ai | Blackmagic ATEM | SEM Rush | Moz | Google Ads | Sprinklr

LEADERSHIP EXPERIENCE

UNTOLD - Freelance Consultant, Denver, CO

Oct 2024 – Present

- Produced a 42-video professional certification course by leading all pre-production, directing live shoots, and managing post-production workflows, delivering all assets ahead of a 60-day deadline and enabling an on-time program launch.
- Created a comprehensive marketing toolkit by designing 24 promotional assets—animated intros, cutdowns, and social media clips—which drove early engagement across platforms.
- Streamlined the feedback process by building automated Frame.io workflows, reducing revision rounds and accelerating delivery timelines.
- Directed multi-camera production days by aligning crews and creative briefs to educational outcomes, ensuring cohesive visual storytelling and consistent instructional quality.
- Collaborated with client stakeholders to align branding and instructional goals, increasing learner clarity through custom animation and modular visual themes.

ACB IDEAS - Director of Marketing Communications, Denver, CO

Aug 2023 – Sep 2024

- Led the multimedia campaign strategy for *Build the Life You Want*, integrating Arthur Brooks' writing, speeches, and books into cohesive content across digital platforms, contributing to its #1 NYT Bestseller launch.
- Developed and executed a 6-month cross-platform content calendar informed by analytics, aligning brand messaging across paid, earned, and owned media.
- Trained internal teams on AI and low-code tools to accelerate campaign asset creation, reducing time-to-launch for new content initiatives.

- Oversaw \$300K marketing budget across creative production, media buying, and agency partnerships, ensuring strategic allocation and ROI.
- Produced video interviews and media-ready content with major outlets like CBS Mornings and CNBC by managing creative production from pitch to edit.
- Increased social following by 275% and engagement by 400% in one year through platform-specific creative and data-driven content strategy.
- Generated 75M+ impressions and \$10M+ in AVE through a fully integrated campaign that positioned the brand as a thought leader in the personal development space.

LOCKHEED MARTIN – Senior Recruitment Marketing Rep, Denver, CO March 2018 – Aug 2023

- Led branded recruitment campaigns across 1,500+ job openings by developing CRM-integrated candidate journeys and targeted social ad campaigns, resulting in record-setting cleared hires for Lockheed Martin Space.
- Managed a \$1.5M annual recruitment marketing budget and supervised two direct reports, scaling campaign production and optimizing ROI.
- Directed “Challenge Box” experiential activation across universities and trade shows by concepting, designing, and deploying an interactive brand experience that significantly increased awareness among early-career audiences.
- Partnered with internal teams and external vendors to launch high-performing creative on LinkedIn, Google, and Facebook, improving cost-per-application and campaign engagement metrics.
- Created performance dashboards using Google Analytics to monitor candidate funnel health and continuously optimize campaign messaging and targeting.
- Screened 3,000+ candidates in under six months through campaign-driven lead generation, driving pipeline for cleared and technical roles.

CO DEPT OF HIGHER EDUCATION – Digital Media Specialist, Denver, CO March 2017 – Feb 2018

- Modernized the department’s digital strategy by leading CMS migration and designing a visual-first content strategy for web and social, improving site engagement and accessibility.
- Developed branded microsites and data-driven visual content to increase public understanding of state education goals and policy milestones.
- Managed communications for statewide education initiatives by aligning executive messaging with public reports and events, enhancing transparency and stakeholder trust.

US DEPT OF EDUCATION – Special Assistant: Digital/Visual Media, Washington, DC Nov 2014 – Jan 2017

- Directed national digital strategy across 70+ federal social media accounts, growing the total follower base by 300% in two years through consistent storytelling and cross-platform coordination.
- Produced 140+ videos and led visual coverage of 280+ national events by managing a five-person media team supporting Secretary-led and White House initiatives.
- Standardized federal branding across platforms by introducing visual guidelines and campaign templates, improving message consistency and public engagement.

(Details of Professional Experience Beyond 2014 Available Upon Request)

EDUCATION

LIBERTY UNIVERSITY, Bachelor of Science – Communications

Google Analytics Certification | University of Denver Data Analytics Bootcamp | No-Code AI and ML Certification | Digital Media Management Certification