

JOSEPH PORTNOY



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PROFESSIONAL SKILL SET

- Content Marketing Strategy
- Community Engagement & Growth
- Social Media Strategy & Executive Branding (LinkedIn Focus)
- Multimedia Content Creation (Video, Audio, Written)
- AI & Marketing Automation Workflows
- Campaign Management & Product Launch Support
- Brand Development & Consistency
- Cross-Functional Leadership & Stakeholder Collaboration
- Training, Coaching & Enablement (Low-Code/AI Tools)
- Event Marketing & Logistics Support
- Candidate Experience & Recruitment Marketing
- Data-Driven Storytelling

TECHNOLOGY PROFICIENCIES

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

LEADERSHIP EXPERIENCE

UNTOLD - Freelance Consultant , Denver, CO

Oct 2024 – Present

- Produced a 42-video professional certification course by managing pre-production, script review, on-set direction, and post-production, delivering ahead of a 60-day deadline.
- Collaborated with client stakeholders to shape visual storytelling strategies and integrated custom animation to improve learning clarity and engagement.
- Directed production days by managing crews and shot lists based on creative briefs aligned with educational outcomes.
- Streamlined delivery and feedback cycles by building automated workflows in Frame.io, which minimized revision rounds and ensured timely project completion.
- Developed a marketing toolkit by creating 24 promotional assets including animated intros, video cutdowns, and platform-specific social media clips.
- **Key Achievements:**
 - Delivered all 42 videos and 24 promotional assets ahead of deadline, enabling the client to meet launch milestones and expand course visibility across multiple platforms.

ACB IDEAS - Director of Marketing Communications , Denver, CO

Aug 2023 – Sep 2024

- Designed and implemented a digital strategy that integrated Arthur Brooks' writing, books, and speeches into cross-platform content, increasing reach and resonance.
- Launched a six-month content calendar guided by analytics to align messaging across paid, earned, and owned channels.
- Led campaign automation by training internal teams in low-code and AI tools, enabling faster asset creation and deployment.
- Managed a \$300K budget across media buying, content production, and agency collaboration, ensuring cost-effective execution.
- Coordinated video production efforts, working closely with broadcast crews to deliver high-quality media assets for public features and interviews.
- **Key Achievements:**
 - Contributed to the #1 NYT Bestseller launch of *Build the Life You Want* by leading the campaign marketing strategy.
 - Increased social media following by 275% and engagement by 400% in one year.
 - Generated 75M impressions and \$10M+ in AVE through an integrated media campaign.
 - Secured major media placements including CBS Mornings, CNBC, The Drew Barrymore Show, Tim Ferriss, and Rich Roll.

LOCKHEED MARTIN – Senior Recruitment Marketing Rep, Denver, CO

March 2018 – Aug 2023

- Created and scaled recruitment marketing campaigns supporting 1,500+ simultaneous job openings, managing a \$1.5M annual budget and two direct reports.
- Designed CRM-integrated candidate journeys using recruitment tools to capture and nurture top talent.
- Collaborated with advertising vendors and internal stakeholders to launch targeted campaigns across Google, Facebook, and LinkedIn.
- Developed custom dashboards using Google Analytics to provide campaign insights and support optimization decisions.
- Drove experiential marketing strategy with the “Challenge Box” activation across trade shows and universities, targeting early-career talent.
- **Key Achievements:**
 - Identified and screened over 3,000 candidates in under six months.
 - Delivered the highest-ever volume of cleared hires in a single year for Lockheed Martin Space.
 - Increased brand recognition among 18-24 year-olds through experiential outreach.
 - Improved cost-per-application and ad engagement metrics through strategic media partnerships.

CO DEPT OF HIGHER EDUCATION – Digital Media Specialist, Denver, CO

March 2017 – Feb 2018

- Developed a digital-first content strategy for social and web platforms to increase engagement and align with state education milestones.
- Led the department’s CMS migration to improve UX and introduce modern analytics capabilities.
- Produced data-driven visual content to support public access to the Colorado Master Plan and policy outcomes.
- Managed executive communications by designing campaigns around key events and public reports.
- **Key Achievements:**
 - Increased site traffic and time-on-page through optimized content design.
 - Launched a policy-focused microsite that increased transparency and stakeholder trust.
 - Delivered modernized, analytics-ready website dashboards to support legislative requirements.

US DEPT OF EDUCATION – Special Assistant: Digital/Visual Media, Washington, DC

Nov 2014 – Jan 2017

- Directed digital strategy across 70 federal accounts, coordinating messaging for a 2M+ follower base.
- Managed a five-person digital media team overseeing national initiatives and events.
- Standardized content branding by introducing brand guidelines and design enhancements
- Executed large-scale video and photo production to support White House and Secretary-led initiatives and campaigns and supported
- **Key Achievements:**
 - Increased total followers by 300% in two years through consistent campaign execution and cross-channel promotion.
 - Produced over 140 videos and covered 280 national events, expanding public awareness of department efforts.
 - Maintained cohesive federal brand presence across 70+ social media accounts.

(Details of Professional Experience Beyond 2014 Available Upon Request)

EDUCATION

LIBERTY UNIVERSITY, Bachelor of Science – Communications

University of Denver Data Analytics Certification | Google Analytics Certification |

No-Code AI and ML Certification | Digital Media Management Certification