

JOSH TATUM



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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with a proven track record in content creation, communication strategy, and digital marketing. Seeking a challenging position with an organization to leverage strategic thinking, creativity, and leadership skills in driving impactful brand messaging and engagement. Known for implementing innovative content strategies that have consistently elevated brand visibility and engagement metrics. Adept at staying abreast of industry trends, committed to delivering compelling narratives that resonate with diverse audiences and drive measurable results for forward-thinking organizations.

EDUCATION

Texas Christian University
Fort Worth, TX • 05/2005

*BBA: Business Administration And
Management*

SKILLS

- Marketing Campaigns
- Social Media Management
- Monetization
- Meta Ads
- SEO
- PPC
- CRM Software
- Adobe Photoshop
- Premier Pro
- MailChimp
- Facebook Advertising
- ECommerce Expert
- Shopify
- BigCommerce
- Microsoft Office
- Partner Relations
- Talent Acquisition
- Google Analytics
- Google Ads
- WordPress
- HTML and CSS
- Leadership and People Development
- Contract Negotiation
- Product Development and Business Strategy skills
- Company Growth and Management

PROFESSIONAL EXPERIENCE

Prestige Media Solutions & Lead Connector CRM - CEO
01/2019 - Current

- Manage internal social media communication channels to enhance employee engagement, foster internal communication, and promote company culture.
- Utilized analytics tools to measure social media performance, track key metrics, and implement data-driven adjustments for optimal results.
- Optimize social content calendar based on business needs, industry trends, and audience insights to enhance engagement and reach.
- Develop and execute strategic initiatives to enhance brand awareness.
- Spearheaded successful external social media campaigns that resulted in 25% increase in follower growth and 20% boost in user interaction.
- Website development and design including WordPress, Shopify, Wix. Specializing in JavaScript, HTML, and CSS.
- Create and analyze marketing campaigns via multiple platforms such as; Google Ads, Facebook, Instagram & Youtube
- Create and design graphics for flyers and print ads.
- Perform website maintenance and updates as needed for clients.
- Create email marketing campaigns.
- Lead weekly/monthly performance meetings with clients/executives.
- CRM Software Developer
- SEO Services

Thryv - Senior Campaign Marketing Manager
09/2015 - 05/2019

- Oversaw team of content creators, ensuring delivery of high-quality, consistent messaging across various channels.
- Ensured cohesive brand messaging across all communication channels, including social media, website content, and marketing materials.
- Developed and implemented comprehensive content and communication strategy that increased brand visibility and engagement by 40%.
- Led management of dynamic social media calendar, coordinating with cross-functional teams to ensure timely and strategic content delivery across platforms.
- Optimized social content calendar based on business needs, industry trends,

CERTIFICATIONS

- Google Adwords: Search Certified
- Google Adwords: Mobile Certified
- Bing Ads Accredited Professional
- Yahoo Gemini Certified

and audience insights to enhance engagement and reach.

- Led development of compelling written and visual content for digital platforms, resulting in 30% increase in online audience reach.
- Collaborated cross-functionally with marketing, PR, and design teams to align content with broader business objectives.
- Produced analysis and insights on performance, providing visibility to stakeholders and driving data-driven decision-making.
- Collaborated with sales team to optimize strategies for growth in both B2C and B2B audiences.
- Managed marketing budget, tracking expenses and ensuring budget allocation aligned with strategic objectives.
- Adhere to digital brand standards, manage and create content, optimize for SEO/SEM, and managed analytics for all digital marketing campaigns, social media sites, and microsites.
- Lead strategy, development, execution, and optimization of paid digital efforts, including display advertising, mobile, and SEM.
- Analyze and report on customer behavior insights.

Overstock - Ecommerce Director

05/2013 - 06/2015

- Implemented strategic product categorization, optimized product listings for search engines, and regularly updated content to reflect current trends.
- Managed company's BigCommerce website, overseeing various aspects of its operation to enhance user experience and drive sales.
- I monitored analytics data, identifying areas for improvement and implementing targeted marketing campaigns to boost online visibility and customer engagement, ultimately contributing to a significant increase in online revenue for company.
- Lead retail marketing, online sales and advertising to develop multi-channel strategies and increase brand/product awareness.
- Write/Edit and Design internal and external company communications including print and digital.
- Develop product vision and strategy.
- Analyzed data from social media, campaigns and surveys.
- Quality control and project management.
- Inventory/ Product SKU management.
- Familiar with 3rd party vendors; Amazon, Ebay and Print on Demand.
- Liaised with sales, marketing, and management teams to develop solutions and accomplish shared objectives.
- Developed and initiated projects, managed costs and monitored performance.
- Identified plans and resources required to meet project goals and objectives.
- Led project teams through design and construction launch process.
- Orchestrated projects within strict timeframes and budget constraints by solving complex problems and working closely with senior leaders.
- Provided detailed technical and operational direction in project challenges, consistently meeting deliverables according to deadlines.