

Toggle navigation [Joe Cobb](#)

-
- [Joe 101](#)
- [Portfolio](#)
- [Experience](#)
- [Team](#)
- [Contact](#)

Hi there! I'm Joe.

Welcome To My Studio.

[Come on in!](#)

Me In a Nutshell

BYU public relations graduate. [See my resume.](#)

Education

I am on schedule to graduate this April. Woo! I have been studying Public Relations with a focus on strategic planning, persuasive writing, and performing effective research.

Technology

I can make cool websites, like this one, and am pretty decent at HTML and CSS. I have taken coursework on software development. I also have experience with the Adobe Master Suite (mostly InDesign, PhotoShop, and Illustrator.)

Work and Internship Experience

I have been working since I was 14. I started a successful business in high school and worked with Google in college. In the last 3 years have worked positions in IT, marketing, and public relations.

Portfolio

Check out some samples of my work.

Men's Wearhouse (Comms 421)

Student example of a hypothetical case with Men's Wearhouse.

Certiport (Comms 318), Adobe Certified Associate

Research conducted on behalf of Certiport.

Tobacco Free (Comms 336), Get That Butt Away From Me

Hypothetical case planned to help prevent smoking.

Crime and Courts News-writing (Comms 321)

A sample article I wrote for BYU's student run newspaper, the Daily Universe

Game Less Live More (Comms 235)

Introduction to public relations campaign designed to help students play video games less often.

Travel Log.

I enjoy cultures and languages. I speak Spanish and K'iche' and try to pick up others wherever I go. I have been fortunate and been able to fly (mostly for free) to the following places.

Tokyo, Japan

November 2012

Petra, Jordan

April 2013

Istanbul, Turkey

April 2013

Tongli, China

August 2014

The Great Wall, Beijing, China

August 2013

Experience

From humble beginnings.

-

2004-2005

Bathroom Cleaner

I got my first job when I was 14. I had the 5:45 am bathroom cleaning shift at a local gym. I rode my bike to work most days and beat the sun to work. It didn't take long for me to become the best, and only, bathroom cleaner in the gym.

-

2006-2009

Grab Life by the Pool Net

At age 16 I bought a small truck and started my own pool cleaning business. I made T-shirts that said 'Joe's Pool Service, Grab Life by the Pool Net' and handed them out to kids at my high school. The kids took the shirts home and next thing I knew their moms were hiring me to clean pools. Those shirts are still circulating the school. As you might guess, I made a killing.

-

2010-2012

Full-time Missionary Service

I spent two years serving an LDS mission in Guatemala. I worked and lived in the Maya highlands (often with no electricity or running water) and learned to speak fluent Spanish and conversational K'iche', a Maya dialect. I primarily taught about God, computers, and English.

-

2012-2013

Computer Technician

After serving a mission I landed an on-campus job at BYU's Office of IT. I considered myself to be computer savvy before I started this job . . . I was wrong. I learned a lot while troubleshooting computers, battling viruses, and talking upset professors away from window ledges. IT work is not easy!

-

2013-2014
Google Community Leader

After working as an IT slave I got to mix two things I love, Spanish and computers! Google chose me as a Google Community Leader (fancy term for intern) and charged me with 'closing the digital divide.' I taught web skills classes in Spanish and helped develop a curriculum that is still in use. I also trained small businesses to use Google AdWords and develop an online presence.

-

2013-Today
The Everything PR Guy

I now work for Ensign Gold Financial. I am currently working with EGI's children companies, The Original Scrapbox and ManBox USA. I carryout research, write everything the company uses, manage social media channels, and communicate with key publics and audiences. I craft messages and help the company develop relationships with customers, other businesses, and employees.

- **Be Part**
Of My
Story!

Message me.

I'd love to hear from you.

[Send Message](#)

[Copyright © Joe Cobb, josephcobb.com 2015](#)

-

Men's Wearhouse

[Redoing the Men's Wearhouse image.](#)

[Following the dismissal of Men's Wearhouse CEO, George Zimmer, social media and public forums exploded with criticism.](#)

[This project is a hypothetical plan of action created by students. Full project.](#)

- Communications 421
-
-

[Close Project](#)

Certiport Adobe Certified Associate

Research held on behalf of Certiport

[Full project](#) is available with the use of a password. This information was paid for and requested by Certiport. The research may contain sensitive information and belongs to Certiport. To request the password send me a message using the built in messenger.

You can preview Startup Framework [here](#).

[Close Project](#)

Get That Butt Away From Me

A hypothetical anti-smoking campaign

This campaign comes with a budget and timeline. [View Full Project](#).

[Close Project](#)

17-Year-Old Pleads Not Guilty in Fatal Officer Shooting

Written for the BYU Daily Universe

I attended the proceedings and wrote the following article on a 17-year-old charged with killing a police officer. [Full article](#).

Close Project

Game Less, Live More

A hypothetical campaign designed to help students spend less time playing video games.

This project is from my introduction to public relations class. The work done in this project is a good indication of my starting point in the public relations program. This is not my highest quality work. The project is not pieced together and the individual components of the project can be found in a folder. [Project Folder](#).

Close Project