

JOSHUA K WATKINS

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FULL STACK BRAND ENGINEER

Dynamic marketing and web development professional, accomplished in fast-paced environments with outstanding time management skills. Exceptional interpersonal and leadership skills motivate diverse teams to consistently meet deadlines and come in under budget.

AREAS OF EXPERTISE

- ♦ JavaScript, HTML, CSS
- ♦ Market Analysis
- ♦ Photography
- ♦ Media Production
- ♦ Social Media Management
- ♦ Cinematography
- ♦ Brand Development
- ♦ Narrative Based Advertising
- ♦ Graphic/Infographic Design

PROFESSIONAL EXPERTISE

Empire Ears, Atlanta, GA Marketing Director

2018 – Present

Spearheaded innovative brand identity and drove transition from B2C to B2B business model. Elevated product packaging, visual media, and retail presence to redefine customer's experience. Produced and executed strategic go-to-market campaigns. Formulated and produced universal branding guide for global partners, encompassing media libraries customized to regional markets.

- Executed a complete redesign of the online presence, including the development of a product customizer.
- Produced simultaneous product launch events across multiple territories on four continents.
- Achieved record-breaking sales for two consecutive years.
- Developed and managed relationships with content producers and influencers to generate product hype.
- Cultivated robust distribution relationships to increase retail presence by 400% in North America, and 250% across Europe.
- Grew online conversions 185% with all new product photography and targeted, engaging campaigns.
- Dramatically expanded social media engagement and followers through compelling content production and strategic execution across multiple platforms.
- Produced and managed tradeshow domestically and internationally, setting enterprise sales records at events while cutting expenses up to 30%.
- Endorsed BlackPink, T-Pain, Future, and other globally renown acts.

UsedGymEquipment.com, Los Angeles, CA Creative Director

2013 – 2016

- Endorsed and coordinated with professional athletes and influencers to build brand awareness and target untapped markets. Produced media for all lead generation channels.
- Redesigned the online presence and transitioned to an e-commerce platform, boosting revenue 180%.
- Boosted organic traffic by 350%+ and lead generation by 290%+.

ADDITIONAL NOTABLE EXPERIENCE

PatRick Environmental Corporation – Wildland Firefighter, Ellensburg, WA
Gracie's Pizza – Partner, Los Angeles, CA
JoshWatkins.Photo, – Photographer, Producer, Los Angeles, CA

EDUCATION

Bachelors in Film Production

Sydney Film School, Sydney, NSW, Australia