

Joshua L. Clemens | Marketing Professional

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PROFESSIONAL EXPERIENCE

Champion Technology Services, Inc.

Baton Rouge, LA

February 2018 – September 2021

Marketing & Design Specialist

- Collaborate with and report directly to Champion's President to spearhead all Marketing efforts for the company
- Leverage the industry expertise of our Business Development and Engineering teams to develop outbound Marketing efforts aligned with our Sales efforts
- Foster an array of personal development about the Industrial Automation industry by collaborating with internal engineers and subject matter experts
- Develop and drive consistent brand standards, all Marketing operations, collateral design & development, content writing for print, web & social media, and presentation builds for client leads
- Collaborate with internal teams to build and launch new company website (www.champtechnology.com), Intranet, internal communications, and events – solidifying brand awareness both internally and externally

Louisiana Healthcare Connections

Baton Rouge, LA

July 2016 – December 2017

Marketing & Communications Specialist

- Manage all Marketing and Communications to our Health Plan's 500,000 Louisiana Medicaid members
- Provide health outreach and education to our membership as well as surrounding communities
- Simplify and improve the experience for our Medicaid population, helping them navigate the confusing maze of healthcare
- Improve health outcomes for Louisiana, through targeted outreach, education, health fairs, and more
- Build and nurture community partners, as well as operational partners both internally and externally

GIS – Global Energy Partners

Baton Rouge, LA

October 2014 – June 2016

Marketing & Design Specialist

- Work with and report to VP of Business Development, Executive Staff, COO and CEO to promote GIS's many facets of operation
- Act as primary Marketing role for the >\$300M corporation, its 21 global locations, and 21 specialized divisions
- Increase brand presence, brand consistency, and professionalism of marketing pieces from offices in Arctic Alaska to Trinidad & Tobago
- Photograph and update marketing photos of GIS locations and production operations
- Redesign, rebuild, and launch company's previously-outdated websites: www.gisy.com & www.gisyeng.com
- Design internal and public marketing materials for print, web, and social media
 - **Examples include:** Ads, Banners, Billboards, Branding, Brochures, Commercials, Evites, Posters, Presentations, Promotional Items, Proposals, Signage, Social Media, Trade Shows, and Web.
- Implement company-wide corporate branding initiative on the employee-level, for both GIS and its subsidiary company, GIS Engineering LLC

Baton Rouge Telco Federal Credit Union

Baton Rouge, LA

June 2012 – October 2014

Marketing & Design Specialist

- Work with VP of Marketing, COO and CEO to improve and extend marketing efforts of the credit union using print pieces, e-mail marketing, and website maintenance
- Establish new company logo and consistent branding for the organization, and update content across mediums for professionalism and effective visual communication
- Develop, brand, and write three quarterly newsletters and one monthly newsletter for financial and credit union news, targeted to youth, employee groups, and the general membership of the organization
- Generate branded campaigns for quarterly promotions; create visuals for print, lobby and outdoor signage, tee shirt and promotional items, web, and e-mail.

Louisiana State University

Baton Rouge, LA

October 2011 – June 2012

Marketing & Communications Coordinator

- Work regularly with Associate Director and Associate Vice Chancellor of Enrollment Management to promote LSU's programs and increase university recruiting
- Coordinate marketing efforts with Public Affairs / University Relations and the school's academic colleges to ensure unified brand presence across departments and mediums (predominantly print, e-mail, digital, and social media outlets)
- Utilize Hobson's "Connect" university database to monitor student populations, implement print & e-mail marketing to targeted audiences, and manage event communications
- Provide branding and graphic design for Office of Undergraduate Admissions & Student Aid, promoting the university's "Love Purple, Live Gold" marketing campaign across a range of mediums



Want to go back a bit further...?

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Minuteman Press

Lansdale, PA

June 2006 – October 2011

President / Owner

- Establish and grow startup full-service commercial printing company in a highly competitive environment
- Manage all Public Relations and create community awareness through coordinated marketing outlets, mediums, and direct exposure
- Sponsor a diversity of organizations and events, and expand local involvement to include frequent participation in borough functions
- Act as Chief Designer for all internal marketing pieces, and provide consultation and design for client branding and marketing
- Supervise complete print process, from pre-press to production, finishing, and client delivery or bulk mail distribution
- Expand production and services offered to include signage, direct mail, high volume document scanning, and fulfillment
- Grow company to over \$250,000 in gross annual sales in first full year of business, and \$350,000 in year two
- Streamline operations and increase efficiency through an economic recession, maintaining profits
- Manage all internal business and corporate responsibilities, including budgets, staffing, and marketing
- Establish rapport and working relationships with suppliers, vendors, professional services, media, and heads of community



EDUCATION

The Pennsylvania State University

University Park, PA

1999 – 2003

Bachelor of Arts in Telecommunications, 2003

Minor: Business Management

GPA: 3.39 Major / 3.26 Overall

Focuses: Communications, Technology, Production, and Theories of Mass Media

Interests: Marketing, Computer & Technology, Graphic Design & Production, and the Global Media System



KNOWLEDGE BASE

- **Adobe Creative Suite** (Illustrator, Photoshop, InDesign, Dreamweaver, Premiere, Acrobat Pro), **Final Cut Pro**, **Microsoft Office 365** (MS Teams, SharePoint, Word, PowerPoint, Excel, Outlook), **Pipedrive**, **Google Analytics**, **Social Media Insights** (Facebook, LinkedIn, etc.)



AWARDS

- **"Team Excellence"** award from Champion Technology Services, Inc. for development of Company Intranet (2020)
- **"1st Place Excellence in Marketing"** by the Louisiana Credit Union League for branding of a credit union marketing campaign and point of sale display (2013)
- **"Top Achievement in Marketing"** award from Minuteman Press International for internal marketing efforts (2008)
- **"Best Printer"** designation by surrounding community (2008, 2009, 2010)



References available upon request.