

JOSHUA CLEMENS

MARKETING PROFESSIONAL

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PROFILE

Originally a Pennsylvania native, Josh's professional background begins as far back as high school, with Graphic Design & Digital Video – followed by a **Bachelor of Arts in Communications at Penn State University**.

Founding an **award-winning Print & Marketing business** in the Philadelphia suburbs, Josh later followed this with **15+ years of Marketing roles** across industries such as: Higher Education, Banking & Finance, Industrial Engineering, Healthcare, Industrial Automation, and Laboratory Testing. *(A full account of work experience can be found on [LinkedIn](#).)*

EDUCATION

Pennsylvania State University (2003)

- Bachelor of Arts in Communications
- Minor in Business Management
- GPA: 3.39 Major | 3.26 Overall

AWARDS

Team Excellence Award

- Champion Technology Services, Inc.

1st Place Excellence in Marketing

- Louisiana Credit Union League

Top Achievement in Marketing Award

- Minuteman Press International

SKILLS

Adobe Creative Suite

- Adobe Photoshop / Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere

Apple FinalCut Pro

Microsoft Office 365

- SharePoint / OneDrive
- Outlook / Teams / OneNote
- Word / Excel / Powerpoint

WordPress & SEO Fundamentals

HubSpot & PipeDrive CRM Platforms

Google Analytics & Google Ads

Social Media Analytics

WORK EXPERIENCE

Laboratory Testing, Inc.

November 2022 - November 2024 | Hatfield, PA

- Manage and execute all Marketing efforts for LTI's Director of Sales & Marketing, including: branding updates, social media, website, SEO, blog articles, video, literature development, client communications & proposal development, tradeshow displays & event management, and internal marketing efforts
- Act as Lead Project Manager for the implementation and launch of a new company website ([www.labtesting.com](#)); also primary contact for management and updates to website post-launch

Champion Technology Services, Inc.

February 2018 - September 2021 | Baton Rouge, LA

- Leverage the expertise of Champion's President and internal SMEs to spearhead all Marketing efforts for the company's 10 locations
- Foster an array of professional development in the evolving Marketing industry
- Develop and drive consistent brand standards, collateral design & development, content writing for print, web & social media
- Collaborate with internal teams to launch a new company website ([www.champstechnology.com](#)), SharePoint Intranet, manage internal marketing, communications, and events

Louisiana Healthcare Connections

July 2016 - December 2017 | Baton Rouge, LA

- Manage all Marketing and Communications to the Health Plan's 500,000 Louisiana Medicaid members
- Provide health outreach, resources, and events for members and the community
- Improve the experience for our Medicaid population, helping them navigate the maze of healthcare
- Impact health outcomes for Louisiana through targeted outreach, education, and health fairs – with vast improvement measured for HIV testing & NICU babies

GIS – Global Energy Partners

October 2014 - June 2016 | Baton Rouge, LA

- Act as primary marketing role for the >\$300MM corporation, its 21 global locations, and 21 specialized divisions
- Increase brand presence, brand consistency, and professionalism of all marketing pieces / client-facing communications
- Redesign, rebuild, and launch company's previously-outdated websites: [www.gisy.com](#) & [www.gisyeng.com](#)
- Design all GIS Ads, Banners & Signage, Billboards, Brochures, Evites, Presentations, Proposals, Social Media, and Events