

To Whom It May Concern:

I believe I am **your next best investment**.

Joshua Hays is an aggressive marketing consultant with a strong background in design and nearly ten years of related field experience. He excels in brand development and management; both corporate identity and advertising campaigns. His passion for social media is quickly integrated into anything he does and helps to propel any efforts to better success. Joshua is more than capable in handling long-term to short-term marketing initiatives with well planned budgets and results that stick.

Joshua Hays accepted the position of Marketing Director at Car People Marketing in July of 2005. He immediately worked with management to establish clear goals for the newly formed marketing department and was excited to quickly launch the 'Meet Joe' advertising campaign that yielded 1200% lead growth. His creative background is critical in the development process of new product design, client acquisition and both digital and print marketing projects.

Shortly before joining Car People Marketing, Joshua served as Art and Marketing Director for a national corporation that was contracted by Yum! Brands to provide the technology and soft-serve product for worldwide corporations such as McDonalds. He enlisted the input of a national sales force daily to develop award-winning point-of-sale material and product packaging. Joshua was point in the development and branding of two of the company's leading products.

Joshua Hays graduated from Keiser University with an Associates of Science degree and he continually participates in events such as serving as a motivational speaker to graduating high school seniors.

Summary of Qualifications

- Brand Development
- Social Media & Integration
- Negotiations
- Team Building & Motivation
- Annual Budgeting/Sales Forecasting
- Product Development & Launch Support
- Press Release Preparation
- Copywriting
- Google Analytics & Salesforce.com
- Microsoft Office & Adobe Creative Suites
- Organized, Focused & Detail Oriented

Thank you for the opportunity to present this resume for consideration. I look forward to hearing back from you soon.

Sincerely,

Joshua Hays

Experience

Car People Marketing, Inc. | Marketing Director | July 2005 – Present

Responsible for the growth and development of a newly formed marketing department. Prepared several inclusive advertising campaigns backed with solid sales forecasts. Negotiated short/long-term contracts with vendors and played a key role in facilitating many of the company's important partnerships. Maintained a considerable budget while maximizing campaign exposure. Led two complete website revisions and their implementations. Designed conversion paths for website visitors resulting in 1200% lead growth.

Noteworthy Responsibilities:

- Social Media Management
- Search Engine Optimization
- Email Campaign Composition & Reporting
- Advanced Competitive Research
- Product Development

Recommendation:

“Josh is a take-charge executive who is able to present creative ideas and solutions and communicate effectively with all levels of management. Josh was responsible for developing, managing and implementing the total marketing program for our company. He was able to demonstrate the success of his plan by measuring the direct results to the company in increased leads and sales. Josh is a team player, talented, educated and experienced; he would make a great asset to any organization.”

- Jim Gornto – former Chief Financial Officer, Car People Marketing, Inc. | Currently consulting.

Archibald Frozen Desserts | Art & Marketing Director | August 2003 – July 2005

Charged with establishing and maintaining a concise corporate identity. Designed all logos, point of sale material and marketing components utilizing a strong background in computer graphics and design. Assigned creative lead in new product planning and its concept branding. Developed website strategy that is still in place today. Managed the production of interactive presentations used in high-value client acquisition.

Noteworthy Responsibilities:

- CrazyCakes! Brand Management
- Interactive Presentation Design
- Point-of-Sale Inventory, Organization & Delivery
- Vendor Negotiation

Recommendation:

“Joshua is a bright, young, talented individual who brings a refreshing spirit and entrepreneur like attitude to any organization he is invited to be a part of. I continually enjoy watching his career progress and am pleased to have had the pleasure to work with such a committed person.”

- Gil Hermon – former Vice President, Archibald Frozen Desserts | Currently President of FVF.

Volusia County Print & Copy | Art Director | August 1999 – August 2003

Led a team of artists in design and print projects contracted by Volusia County including brochures, student handbooks and graduation guides. Responsible for county cost reduction by improving both volume efficiency and workflow processes. On occasion, oversaw the production team through high-priority projects from design to pre-press to four-color process print. Achieved national accreditation through PrintED.

Noteworthy Responsibilities:

- Prompt Team Organization
- Job Monitoring
- Client Copywriting

Recommendation:

"I knew right away that Joshua was a quick learner and immediately appointed him to a position that provided him with a place to excel. He was integral to the success of the organization and continually improved our efforts through team exercises and creative development."

- Ted Coons – former Division Manager, Volusia County Print & Copy | Currently Retired.

Education

Keiser University
Associates of Science
Computer Graphics and Design
2003 – 2005

Software Experience

- Microsoft Office
- Adobe Creative Suite
- Google Analytics
- Google AdWords
- Salesforce CRM
- Campaign Monitor
- Wordpress
- All Major Social Networks
- Basecamp
- Magix Movie Edit Pro
- Mac & PC Fluent

Additional Information

To read more recommendations or review detailed career history, visit JoshuaHays.com.