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Brand & Social Media Strategy

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I'll never forget the most significant "aha" moment of my life in 2015, I just graduated college. I moved to London to pursue a marketing and sales career at Mondrian London, my 8th year in hospitality, still bright-eyed and bushy-tailed for the industry. However, If I'm honest with myself, I still wanted more. In July, "Across the Pond" was when my General Manager took me out to lunch. I'll never forget when he told me, "You deserve to chase a bigger and brighter future for yourself. I think entertainment is your true calling, and you would be nuts not to try and pursue it after you head home back to the states." Taken aback at first, I'll never forget how empowered I felt to leap into this unknown world. I had this affinity towards social media marketing and how it impacted consumers, even in 2015. When my visa expired, and I came back home to the USA, I immediately hit the ground running, chasing a career in social media. The digital world became the companion I never knew I needed that has shaped my career path for nearly the last decade.

Taking the position as a leader in the social media marketing space means you are someone tapped into the culture. You're constantly thinking of how your brainchild strategy can be implemented into a brand, supported by the stakeholders, and properly flushed out by all the teams involved with its execution. I know I have the "non-traditional" digital work experience, but I see that as a strength whenever I have the chance to present what I bring to the table as a leader, strategist, and creative. I founded my own innovative production company called AskJoshDavidProductions and specialized in social media strategy and content creation. I managed the cold outreach, pitching, closing & providing my services to various clients from 3 months to an annual contract.

I recently had massive success in partnering with D'USSÉ Cognac, State Farm ® Insurance & Lagunitas IPA. D'USSÉ sought out a content and social strategy director that could completely overhaul their current social media tactics on all platforms. They needed a refreshed editorial calendar that would stimulate new consumers from untapped demographics and open the conversation across digital that cognac is more than just a "gentlemen's drink." State Farm ® Insurance needed a brand strategist to boost the "Jake from State Farm" brand overall across social platforms in an organic way. They needed someone to find new social media tactics to enhance consumers' trust in the insurance brand by strategically using Jake as a brand advocate. Lagunitas IPA required a reinvigorated scope on touching base with their social audiences. They sought a brand & social leader who could collaborate with their creative team in orchestrating trend-worthy moments for their rebrand of craft beers.

Let me be clear this is just the beginning! I am starting to truly understand the missing factor with a lot of these notable brands. Working alongside YouTube, Robin Hood, Barbie, and many more has taught me that there is the "WHY" missing in most of their overall strategies. The leader needs to be someone who can envision, build out the team, and then execute the fully baked-out strategy from start to finish to find optimal success when it comes to social media truly.

I lead successful campaigns, engage audiences during trend-worthy moments online, boost digital conversations that lead to follower growth and increasing KPIs as my primary focus. I know that the components of social media, brand renovation, and refreshing digital campaign methodologies will continue to be my future because it's the most vital tool in this ever-changing landscape we call the world wide web.

Being a high-level creative who finds the drive and energy to see \$20,000 photoshoots go from just a thought to multiple forms of social assets is just one of the many hats that I love to wear in this industry. I have accepted that to thrive in this environment; I must be a multifaceted leader that can prioritize the most critical tasks at hand to get one of many projects completed down the pipeline. At the forefront of the idea and strategies, I only seek to produce projects that are thought-provoking and jaw-dropping for the brand and consumer. It takes more than just a leader to see these projects through. You must be the inspiration, motivation, or fire to keep your counterparts, or as I like to call them, "gladiators," connected to the end goal of seeing these incredible moments come to life. I've learned that to leave an impression is to leave emotion, and once you have that, anything can be possible!

Thanks for taking this time in getting to know me!

Josh