

## CONTACT ME!

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Keepin' it simple. Hire ME,  
Josh David, Find Out Why!

The great Denzel Washington once said that "I say luck is when an opportunity comes along and you're prepared for it." I never really understood that quote until the last recent months as a **Social Media Director** at EBONY Magazine. Two years of intentional work, a ridiculous work ethic, attention to detail and care for not only the optics of a brand externally, but the relationships built with clients, managers & talent. The experiences have shown me that I have exactly what it takes to successfully transition into the opportunity put before me. I am exactly what you're looking for in this role because I have successfully doubled social media growth at EBONY magazine on all platforms, to give a combined growth of close to 800K followers on Instagram, Facebook & Twitter. In addition the growth in 2M monthly clicks tot he website through social strategies, content management & real time news!

I joined EBONY at a time when the brand didn't exactly know what direction it wanted to go in for the digital space, I started the company as an **Audience Development Manager** in late 2017, then was promoted to **Social Media Manager** within 4 months and then **Social Media Director** within the first year. This legacy brand trusted me in Los Angeles as a devoted remote worker to try and work my "social media magic," (as the team called it) into rebuilding the name and legacy of this brand in the digital space. So I did, without hesitation or expectations, just pure intent to fulfill what I told this company that I wanted to do. I surpassed every goal that the company and myself created. I am the type of person who studies a brand from top to bottom and then finds how we as a company can successfully & strategically find its niche in the market to lead to growth, increased engagement, or traffic to another source/site.

I have successfully worked as a singular entity in the social media department, serving as the talent relations, community manager, graphic design, social media, video/photo editing & red carpet correspondent as well as interviewer/journalist when the opportunity presents itself. From GRAMMYs, MET Gala, Oscars, Press Junkets, NBA All Stars & more high profile events, I have been able to reinvigorate the presence of a brand & allowed new partnerships & sales opportunities to come to the table.

When it comes to building and working with a team, I dedicate that same time and energy in passing on ideas and marketing skills, interns would work with me through the summer or spring semesters. For nearly 4-6 months I was able to train and foster a work environment where creativity, high energy & organization thrived. The experience granted a new opportunity, I had a full-time junior social media manager that worked under me and helped continue growing the brand & succeed in achieving our other digital initiatives.

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# The Point of No Return, You're Hooked!

I am always open to trying new methods and opportunities that competitors may have successfully found some type of growth and engagement and then “remix” the method to the brand that I represent. There is no such thing as “that isn’t part of my job title,” I have learned rather quickly the last two years how important it is to be someone who is able to wear a multitude of hats, representing the culture on social media carries a great deal of responsibility. I have learned that and embraced it, from the PR strategies of social media rebranding, to remaining focused on traffic driving or engagement driving tasks at hand, there is nothing that I can’t do in order to lead to some increase in community growth & engagement on social platforms.

When I work for a company I give all of me too it, I have proven that with EBONY since the first day I started there, I have produced several record breaking traffic months and take pride in knowing that it wasn’t just because of me, the writers & I built a very close knit relationship that led to such successful growth within the company. So successful we received a GLAAD media award nomination, something that caught us all by surprise but presented to society that the company was moving in an a direction that’s inclusive & still catered to uplift & educate our audience. We wanted to also challenging them when the opportunity presented itself. It was important to build that dialogue and sense of community on social media for the brand.

I have tenacity, I am creative, I appreciate the impact of content creation and storytelling that make up social media. I want to continue evolving my skills and know that this role would provide me with the space to continue flourishing strategies & ideas that create compelling stories. There’s never a right moment when you come to close a chapter with a company, but what’s important is you realize the work that has been published & left an impression to the community in the best of ways and continue forward! You continue pushing yourself out of your comfort zone to then be challenged by new opportunities such as the one presented here! With that being said, I do hope to hear from you & look forward to trading experiences & what’s in store for the future! Let's get to work, you've officially been hooked!

You're welcome.

Sincerely,

Joshua David