



# JOSHUA MARDICE

**Content Producer & Marketing  
Social Media Director**

Social Media Guru with a verifiable track record of creating engaging and strategic content for social channels. Known for performing creating compelling content that led to nearly 100% growth in social media following, impressions, reach & engagement in a year, 1M growth in social channels overall. Excellent communication and a strong passion for social media & connecting people through content & sparking conversations. A multitasking remote worker with the ability to do high quality work just about anywhere!

## CONTACT

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(954) 899 5941

www.linkedin.com/in/askjoshuadavid

North Hollywood, CA

## EDUCATION

### BACHELOR OF SCIENCE

2015

Florida State University  
Tallahassee, FL

## COMPUTER SKILLS

Adobe Photoshop  
Adobe InDesign  
Microsoft Office Suite  
Trendkite  
Cision  
Adobe Elements  
Later.com  
Social Flow  
Hoot Suite  
Wibbitz  
JW Player  
Sprout Social  
Wordpress Editor & Web Design

## CORE COMPETENCIES

Performance Analysis	Community Management
Real-time Engagement	SEO
Brand Strategy	Social Media Trend Research
Copywriting	Campaign Evaluation
Talent Acquisition	Competitive Analysis
Google Analytics	High traffic work environment

## EXPERIENCE

### SOCIAL MEDIA DIRECTOR

EBONY Magazine | 2018 - Present

### AUDIENCE DEVELOPMENT MANAGER

EBONY Magazine | 2017 - Present

- Additional "Hats" => **Community Manager, Talent Relations, Producer, Red Carpet Correspondent, Interim Content Director, Interviewer, Journalist**
- Manage interns & publishing team when available - 4-5 persons
- YTD FB **ORGANIC** Growth: 80% of traffic, 400K new followers
- YTD Instagram **ORGANIC** Growth: 20% of traffic, 900K followers, increased profile visits from 8K to 100K reach
- YTD Twitter **ORGANIC** Growth: 10% traffic, 60K new followers
- Social strategies led EBONY.com having 100% growth in new users, 100% growth in page views
- Researched & implemented Social Flow, Later.com & Wibbitz into social media strategy to increase clicks, engagement & better analyze our audience
- 5 record-breaking traffic months; 3 million users a month compared to less than 1 million before adopting my strategies
- Aggressively contribute to increasing traffic by 50%, Facebook was only 40% traffic driving prior to my social strategy
- **ALL successful strategies without a budget, ALL ORGANIC social media content creation, acquisition & growth**



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## SOCIAL MEDIA

Instagram & Twitter  
[@askjoshdavid](https://www.instagram.com/askjoshdavid)

## QUOTE TO LIVE BY

"If you love what you do bad enough, the work is seamless & the impossible becomes achievable"

## EXPERIENCE

### DIGITAL PROJECT MANAGER

Ideal Living | 2017 - 2018

- Amazon & Ebay: Content Management, Web maintenance, customer response services, user experience
- User Testing on our several in-house developed websites, A/B Testing, aesthetic design updates weekly/monthly
- Management of the following programs: Crazy Egg, Maropost email marketing/ sales platform, Infusionsoft CRM, Optimonk design
- Manage email marketing campaigns,

### INFLUENCER MARKETING MANAGER

FreshPlanet | 2016 - 2017

- Solidify over 50 successful marketing campaigns with well-known social media influencers (US, UK, Canada, Australia)
- Handle a budget of \$75,000/Quarter to develop high traffic content through platforms such as Instagram and Snapchat
- Record, track, and input data of each marketing campaign into our social media analysis tool
- Work as Social Media Content Manager in building an influencer marketing program

### ASSISTANT ACCOUNT EXECUTIVE

rbb Communications | 2016 - 2017

- Wrote, edited, and proofread new content and copy across social media platforms and print formats Published related content via top social media channels
- Engage with relevant audiences on Instagram & Snapchat through marketing contests hosted by social influencers
- Social media strategies to increase brand awareness, lead generation and posted content to increase community participation in content
- Curate and aggregate content for hospitality, lifestyle and themed social content

### SALES & MARKETING ASSOCIATE

Mondrian London | May 2015 - December 2015

- Developed and maintained relationships with various media outlets' personnel
- Social media expertise on Twitter, Facebook, LinkedIn
- Wrote and presented creative briefs and competitive decks to senior clients
- Created and managed monthly and quarterly reports
- Managed procurement of corporate meetings