

JOSHUA D. MARDICE

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Social Media Strategy Director Summary

Founded AskJoshDavidProductions LLC dedicated to analyzing social media behaviors, organically positioning brands into culturally relevant moments & strategizing digital campaigns that maximize brand loyalty from various market demographics of the average consumer. A self-motivated social media analyst who dually thinks from both a research driven & creatively thoughtful marketing perspective. Provide thought leadership and data driven perspectives from various consumer demographics to better embed an inclusive and culturally relevant approach to supporting brand initiatives including authentic representation, storytelling, and language. Thrive as a cross-functional leader & teammate who engages, listens, and collaborates with teams to carry out brand & social strategies that are trending & support brand initiatives in connecting to multicultural audiences.

EXPERIENCE

ABC | Social Media & Digital Strategy Lead, Los Angeles (March 2022 – January 2023)

- Manage a direct report (Specialist) to oversee and strategically administer digital/social initiatives for 6 television broadcast programs & 3 television specials across the ABC portfolio
- Serve as the main point of contact amongst cast/crew/producers and ABC Network to align on season premiere goals, in season strategy and misc. assignments involving both paid and organic strategies to enhance digital audience experiences, garner press and publicity & trend on socials
- Delegate day to day activities with agency on record that handles community management & content calendar implementation based on my strategy and execution plans for the show
- Collaborate and fine tune with agency partners the paid social/digital plan for each tv program, along with the cable & out of home advertising to drive new viewers and audiences to the series
 - Budgets per programming can range from \$500,000.00 to \$1,500,000.00 depending on the program
- Develop and strategically align with Digital Creative Managers in creating both paid and organic social content that will be curated and produced by the agency partners to further market the show, characters & upcoming season to consumers through various social platforms

ASKJOSHDAVID Productions LLC, Los Angeles (May 2021 – Present)

- Successfully worked as an independent leader while also collaborated cross functionally with design, marketing and sales teams
- Managed multiple clients, projects and pitch presentations; engineered both culturally specific but broad social media pitches & marketing campaigns for brands including: Barbie, MAD About Weddings, YouTube, RWCF, Harlem Shake Burger, Miss Universe, Ancestry, Proteau Non-Alcoholic Spirit, Biden Presidential Campaign, Robin Hood, Black CannaBusiness Magazine
- Organized and managed presentations for upcoming pitch meetings with prospects, collaborating across multiple departments to ensure unified voice and overall strategy to increase chances of client buy-in
- **Heartland Industries | Senior Director, Brand Marketing Strategy (January 2022 – Present)**
 - Work directly with CMO to align Heartland Industries messaging across social media, marketing, and sales department to align on brand voice and company core values prior to new published content going live on social platforms
 - Conceptualize and produce social media material and seek out adapt existing assets that garner earned media publicity placement opportunity within the bioengineering industry
 - Program and maintain editorial calendars that increase over the education of hemp agriculture and increase Heartland Industries impressions on key community leaders and tastemakers
 - Identify new target & B2B audiences for the brand, optimize social media efforts for Heartland Industries like brand positioning through the strategy that increase Heartland's brand awareness
- **D'USSE Cognac | Content & Strategy Director (March 2021 – March 2022)**
 - Spearheaded as the content & strategy lead within the Bacardi marketing team of 4 agencies comprised of 25 associates, prioritized social efforts for digital campaigns, and cemented processes and comms to make the team more efficient/effective.
 - Direct contract workers through D'USSE onboarding process including dissemination of NDAs, working with marketing agencies and content production team to uphold the Bacardi standards for the D'USSE brand, securing necessary approvals from stakeholders
 - Forged & optimized paid social media marketing efforts ranging between \$5,000-\$20,000 that led to a drastic increase in D'USSE sales in Vermont (+279%), Oregon (183%) & Mississippi (139%)

- Worked with the production team to secure logistics and secure assets to set for D'USSE photoshoots of social content materials. Created and managed shoot schedules, continuously balancing the needs of the photography team, creative marketing agency and talent reps
- **State Farm® Insurance & Lagunitas IPA | Senior Brand & Strategy Lead (August 2021 – December 2021)**
 - Worked in lockstep with content, publicity & strategy teams to align on the production of digital campaigns and execution to deliver on KPIs.
 - Restructured the business goals of social platforms across multiple brands, evolved strategies at hand and managed new approaches to be best in class
 - Coordinated and developed social standard methodologies and approaches for “Jake From State Farm” character to align comms, social strategies & platform management amongst the internal social teams
 - Identified new TikTok & Instagram influencers to partner with “Jake from State Farm” brand to help amplify new multicultural demographics and introduce new audiences to State Farm insurance brand
 - Overhauled and delivered new social standard methodologies, inspired new approaches for “Jake from State Farm” character to align comms, social strategies & platform management amongst the internal social teams
 - Worked in concert with creative design team to oversee & ensure assets and creative direction cooperated with Lagunitas IPA objectives prior to pitch deck presentation

EBONY MAGAZINE | Social Media Director, Los Angeles (2017 – 2019)

- Built content & social media copy rebranding strategies that increased website traffic to EBONY landing page from 900K monthly unique visitors to 2M within 4 months of new creative direction. All data analyzed & retrieved from Google Analytics UTM tracking parameters on each post for key stake holders
- Increased overall average video completion rate increased by 25% with 1.2M followers now engaging with the older video content and increasing viewership on posted videos ranging from 7-20K views
- Boosted top audience demographic with younger women between 25-34, prior data showed women 35-44 with little to low interaction with video content & minimal conversions to landing page
- Converted Instagram into traffic driver via in-feed and Instagram Stories swipe up feature which increased website traffic to EBONY by 20%
- Increased Twitter website traffic to EBONY by 15%
- Facebook served as primary source of website traffic increased by 10%
- Analyzed data & generated big picture ideas through presentations with key partners to showcase brand retargeting that led to drastic shift in social media audience demographics across all social media channels, Facebook, Instagram, Twitter
- Grew in male demographics by 15%
- Grew in urban location demographics in top 5 concentrated cities: Houston, Chicago, New York, Atlanta & Washington D.C.
- Championed marketing ideas to sales team to boost new partnerships with brands like Wells Fargo, CW, HBO, Lionsgate, AARP, Shea Moisture leading to increased social media partnership engagement by 75%
- Oversaw & co-managed a team of 5 alongside the Content Director for the daily 20-25 news articles & videos published by the editorial team
- Trained & managed two interns during spring & summer semesters to delegate workload within social department
- Researched & negotiated long term partnership with social media management tools such as Social Flow, Later Instagram Scheduler led which led to overall increase of posting cadence on all platforms & weekend traffic
- 2X Facebook posting frequency doubled from 20 posts per day to 40 that directly contributed to shares & growth; 500K new organic followers
- 3X Twitter posting frequency tripled, that directly contributed to retweets and favorites; 200K new organic followers
- 3X Instagram posting frequency tripled from 10 posts to 30, directly contributed to likes & profile visits; 700K new organic followers

IDEAL LIVING | Digital Project Manager, Los Angeles (2017 – 2018)

- Streamlined communication between the client, stake holders & design team to produce a coherent alignment for deliverables for all parties involved on website development; high % of increase in traffic email to landing page conversion rate
- Oversaw multiple projects within the digital space including email marketing, content & data management of products onto the microsites, invoice processing for all orders
- Presented data driven recommendations for landing page optimization such as vanity & actionable metrics of products sites & unique visitor web behavior on microsites. Evaluated and presented findings from campaigns & cross referenced with competitor data to readjust marketing plan

FRESHPLANET | Influencer Marketing Manager, New York (2016 – 2017)

- Took lead in creative direction for social media production content with influencers for Song Pop 2 sponsorship videos on Snapchat & Instagram
- Diversified influencer collaboration market for Song Pop 2 by introducing comedians, musicians & African American talent to our market, leading to an increase in younger audience & new location download strengths for the gaming app
- Orchestrated a Christmas themed social media campaign strategy involving 8 mid-size influencers that drove to significant download strength
- Research, pitched & negotiated influencer contracts for all collaborated influencers, including tri-monthly partnerships, worked closely with in-house legal team and external influencers agencies to completion

EDUCATION

FLORIDA STATE UNIVERSITY, Tallahassee (2010-2015) BA, Business

WEB TOOLS

- **Social Media Analytics:** TalkWalker, Sprinklr, Buffer, Hoot Suite, Sprout Social, Social Flow
- Slack, MailChimp
- Trello | Cision
- Google Analytics
- Synthesio
- InVision
- **Office OS:** Monday | ClickUp™
- Google Analytics

HARD SKILLS

- Social Media & Brand Marketing, Team Development & Creative Hires, Creative Direction & Asset Management, Consumer Forecasting, Agile

WEB TOOLS

- JW Player
- Wibbitz Video Creator
- Later Instagram Scheduler
- Canva Graphic Design
- TapInfluence, Famebit, TrendKite, Tidal Labs, Klear, Influency, Socialbakers

SOFT SKILLS

- Leadership Skills, Priority & Deadline Management, Effective Communication, Teamwork, Flexibility, Rapport Building, Client Facing Communications, Problem Solving, Presentation & Pitch Deck Development, Lifelong Learning, Adaptability, Mentoring & Training, Giving and Receiving Feedback, Choosing a Communication Medium, Orchestrating

