

Josh Beckman

joshbeckman@gmail.com | 714.457.8598

Experienced Director of Communications & Marketing with a demonstrated history of working in the education and web industries. Skilled in Digital Marketing, Strategy, Branding, and Event Production.

EXPERIENCE

NEW OXFORD COLLEGIATE ACADEMY, Online (June 2020 - Present)

MARKETING & COMMUNICATION ADVISOR

Providing communication and marketing strategy to support the enrollment and retention objectives of an Oxford-style, Catholic liberal arts education that prepares students for a world needing faithful, intelligent leaders.

SERVITE HIGH SCHOOL, Anaheim, CA (August 2015 - June 2022)

DIRECTOR OF COMMUNICATIONS & MARKETING

Directed overall communication and marketing for a Catholic high school with more than 800 students and 9500 alumni.

- Developed and executed various marketing strategies, including HubSpot methodologies, to enhance audience engagement, conversions and retention.
- Created and implemented a strategic plan, mission integration, and other standard operating procedures.
- Proposed and developed a new school website, including content optimization and improved navigation structure.
- Supervised, trained and mentored staff as well as outside contractors and vendors.
- Directed brand management for organization.
- Collaborated with the Advancement Department on events, appeals, and capital campaigns.
- Served as primary media contact for press and other outside entities.
- Developed online video training and resources for various audiences to improve product adoption.
- Managed paid ads for increased traffic, engagement and conversions (Google/Facebook/Instagram).

GOLDENCOMM, INC, Newport Beach, CA (September 2008 - August 2015)

DIRECTOR OF DIGITAL MEDIA (2011 - 2015)

- Developed and created digital media for the majority of clients including marketing, training, and advertisement-based content. Managed all aspects of the project including concept creation, storyboards, filming and editing.

DIRECTOR OF CLIENT SERVICES (2008 - 2011)

- Trained, managed and evaluated a team supporting 200+ clients.
- Experienced creating and maintaining website and web application projects.
- Experienced project manager with strong ability to handle multiple tasks in fast-paced environments.
- Designed and launched several iOS mobile applications. Directly involved with UI/UX design, music composition, and production.
- Managed and maintained client messaging platform with over 3000 daily active users. Directly managed local and hosted email servers and Barracuda anti-spam appliances.
- Maintained Google Apps, Microsoft Exchange, and Office 365 environments including migrations.

EDUCATION

CAL STATE UNIVERSITY, FULLERTON

Bachelor of Arts in Speech Communication (2007)

Minor: Music

SKILLS

- HubSpot Methodologies
- Marketing Strategy
- Video/Photo/Audio Production
- Web/Graphic Design
- Task Management Systems
- Project Management
- Google Adwords/Analytics
- E-Commerce
- Email Management
- Digital/Print Publishing
- Event Planning & Production
- SEO/SEM Optimization

CERTIFICATIONS

- HubSpot Inbound Marketing Certificate
- HubSpot Inbound Certificate

ACHIEVEMENTS & INTERESTS

- Eagle Scout
- Vice President of Hollywood Chesterton Society
- Marketing & Talent for 1531 Folk Fest
- Music Leader at St. Joseph Catholic Church and other parishes