

# Josh Beckman

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**Experienced Director of Communications and Marketing with a proven track record in the education and web industries.  
Skilled in digital marketing, strategic planning, project management, branding, networking, and event production.**

## **EXPERIENCE**

**KOLBE ACADEMY**, Online

(August 2022 - Present)

MARKETING & COMMUNICATION DIRECTOR

Directed marketing and communication strategies for a national Catholic classical education provider serving K-12 students through online, asynchronous, and homeschool programs.

- Developed and executed data-driven marketing campaigns, including radio, email, social media, and paid ads, to drive enrollment and retention.
- Collaborated with the Cardinal Newman Society to organize and promote virtual college fairs, enhancing partnerships with Newman Guide institutions.
- Created and implemented parent formation initiatives, such as the Let Beauty Speak series, to engage and educate families about classical Catholic education.
- Designed streamlined communication processes, reducing overcommunication and improving family engagement across Kolbe's programs.
- Managed the production of promotional content, including video campaigns, webinars, and digital resources, to highlight Kolbe's mission and unique offerings.
- Led cross-departmental initiatives with admissions, development, and operations to align messaging and achieve institutional goals.
- Supervised and mentored a team responsible for social media, graphic design, and content creation, fostering professional growth and innovation.
- Built and maintained relationships with families, colleges, and Catholic organizations to expand Kolbe Academy's reach and influence.

**NEW OXFORD COLLEGIATE ACADEMY**, Online

(June 2020 - December 2021)

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**

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

## **CERTIFICATIONS**

- Hubspot Inbound Sales Certificate
- HubSpot Inbound Marketing Certificate
- HubSpot Inbound Certificate

## **ACHIEVEMENTS & VOLUNTEERING**

- Board Member, Joseph of Cupertino Classical Academy, Irvine, CA (November 2023 – November 2024)
- Eagle Scout
- Vice President of Hollywood Chesterton Society
- Marketing & Talent for 1531 Folk Fest
- Music Leader at St. Joseph Catholic Church and other parishes