

# JOSHUA WILSON, M.B.A.

COMMUNICATOR AND EDUCATOR



## CONTACT

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## SUMMARY

- Born and raised in Brookhaven, Mississippi, and 2008 graduate of Brookhaven High School
- Moved to Hattiesburg to attend William Carey University in 2010
- Organized and experienced professional with a passion for strategic communication and new technologies
- Lifelong learner and believer in the power of education
- Hobbies include reading and collecting books of all types

## EDUCATION

Graduate Certificate  
Economic Development  
*The University of Southern Mississippi*  
In Progress

Master of Business Administration  
*William Carey University*  
2014 • 3.5 GPA

Bachelor of Science  
Social Science and English  
*William Carey University*  
2012 • 3.8 GPA

Associate in Arts  
*Copiah-Lincoln Community College*  
2010 • 3.8 GPA

## EXPERIENCE

Owner-Operator (July 2017 to present)  
*Perch Creek Communications*  
Duties: Providing clients with design, marketing, and public relations services.

Adjunct Professor (August 2015 to present)  
*William Carey University*  
Duties: Teaching HUM 200, a study skills class, to incoming freshmen students.

Regional Career Navigator (May 2021 to December 2021)  
*Southern Mississippi Planning and Development District*  
Duties: Implementing a federally funded grant for the Career STEP workforce training and education program across 24 counties and five community college districts; executing goals by recruiting eligible underemployed or unemployed participants and internship work sites; and providing career counseling and mentoring.

Editor (February 2020 to April 2021)  
*Hattiesburg Publishing*  
Duties: Editing and overseeing production of *The Pine Belt News* weekly newspaper and *Signature Magazine*, the monthly lifestyles magazine for south Mississippi; managing several special publications, including the *Here's Hattiesburg* and *Petal Life* visitor's guides; overseeing the five-member editorial team; and writing various pieces.

Director of Marketing and Communications (June 2019 to January 2020)  
*United Way of South Mississippi and Gulf Coast Community Foundation*  
Duties: Directing marketing and public relations campaigns for the two organizations; managing websites and multiple social media presences; serving as spokesperson; and assisting with fundraising initiatives.

Art and Marketing Director (July 2017 to March 2019)  
*Munn Enterprises and Munn Outdoor Advertising*  
Duties: Researching, planning, implementing, and evaluating effective marketing communications; maintaining brand identities for each company; managing websites and social media; directing community and media relations; identifying, targeting, and providing solutions to select major accounts; and overseeing three artists.

Corporate Marketing Coordinator (April 2016 to July 2017)  
*Merchants Foodservice*  
Duties: Designing and distributing marketing communications to customers, a team of 150 sales representatives, and approximately 300 marketing partners; managing events and media relations; and planning, implementing, and evaluating a \$7 million marketing program with annual, quarterly, and monthly components.

Director of Media Relations and Marketing (December 2011 to April 2016)  
*William Carey University*  
Duties: Writing and distributing press releases; taking photos; advising the president on public relations; managing branding and social media; assisting with special events; designing and placing advertisements; and advising the student newspaper, *The Cobbler*. Previous role was External Relations and Marketing Specialist.

Columnist and Staff Writer (December 2005 to December 2011)  
*Southwest Publishers*  
Duties: Writing a weekly community news column and serving as a general assignment reporter for *The Daily Leader*.

## SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Advertising
- Brand Management
- Copy Editing and Writing
- Customer Service
- Design and Pagination
- Event Planning and Publicity
- Grant Writing
- Internal Communication
- Marketing Communications
- Media and Public Relations
- Microsoft Office
- Project Management
- Social Media Management
- Student Affairs
- Teaching and Training
- Web Design



Photography is another hobby; this photo, of *The Risen Christ* statue at the William Carey University Chain Garden, was taken in 2015

## REFERENCES

Ms. Therese Apel  
Founder and CEO  
*Darkhorse Press*  
740-352-6555  
tapel1221@gmail.com

Dr. Ben Burnett  
Executive Vice President  
*William Carey University*  
601-318-6051  
bburnett@wmcarey.edu

Dr. Vanessa Murphree  
Retired Professor of Communication  
*The University of Southern Mississippi*  
504-383-4155  
vmurphree@gmail.com

Mrs. Sophie McNeil Wolf  
Director of Communication  
*Mississippi Public Broadcasting*  
601-613-3103  
sophiemcneil@gmail.com

## SERVICE

Volunteer Publicist (2021 to present)  
*Hattiesburg Concert Association and FestivalSouth*

Communications Committee Member (2021 to present)  
*United Way of Southeast Mississippi*

Steering Committee Member (2021 to present)  
*National Alliance on Mental Illness – Pine Belt Chapter*

Pine Belt Chapter Founder and President (2020 to present)  
*William Carey University Alumni Council*

State Secretary (2019 to 2020)  
*Public Relations Association of Mississippi*

Board of Directors and Board Secretary (2018 to 2019)  
*Kids Hub Child Advocacy Center*

President (2018 to 2019) and Treasurer (2015 to 2018)  
*Public Relations Association of Mississippi – Pine Belt Chapter*

President (2015 to 2017)  
*Acadia Oaks Homeowners Association*

Vice President (2014 to 2016)  
*College Public Relations Association of Mississippi*

Advisory Council Member for New Advisors (2013 to 2016)  
*College Media Association*

## MEMBERSHIPS

- Mississippi Economic Development Council
- Society of Professional Journalists
- Public Relations Society of America
- Alpha Chi National Honor Society
- Phi Theta Kappa Honor Society
- Sigma Tau Delta English Honor Society
- Hattiesburg Downtown Association
- Historic Hattiesburg Neighborhood Association
- Hattiesburg Arts Council and Hattiesburg Alliance for Public Art

## HONORS

- 2021 Mississippi Press Association Better Newspaper Contest: First Place wins for Investigative Journalism and Magazine Feature
- 2015 recipient of the Walker Professional Promise Award from the Pine Belt Chapter of the Public Relations Association of Mississippi
- 2014 inductee for the *Hattiesburg American* Top 20 Under 40
- Numerous awards from the College Press Association of Mississippi and the Public Relations Association of Mississippi for writing, design, and campaigns

## PUBLICATIONS

As Primary Author: *William Carey University: Celebrating 125 Years*  
Published in 2017 by Arcadia Publishing as part of their Campus History Series

As a Contributing Author: *Memories of Lincoln County*  
Published in 2020 by Outskirts Press