

JOSHUA WILSON, M.B.A.

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EXPERIENCE

Content Strategist and Writer (February 2022 to present)

Stamats Communications

Duties: Creating digital content, including blogs and thought leadership pieces, for health care and higher education clients throughout the United States.

Owner-Operator (July 2017 to present)

Perch Creek Communications

Duties: Providing health care and higher education clients with graphic 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.

Regional Career Navigator (May 2021 to December 2021)

Southern Mississippi Planning and Development District

Duties: Implementing a federal grant for the Career STEP workforce training program across 24 counties and five community colleges; recruiting eligible underemployed or unemployed participants and internship work sites; and providing career counseling and mentoring.

Editor and Creative Director (February 2020 to April 2021)

Hattiesburg Publishing

Duties: Editing *The Pine Belt News* newspaper and *Signature Magazine*; managing special publications, including two 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; managing websites and social media; and serving as spokesperson.

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*.

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*.

EDUCATION

Graduate Certificate

Economic Development

The University of Southern Mississippi

2022 • 4.0 GPA

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

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

CURRENT SERVICE

- United Way of Southeast Mississippi Communications Committee
- NAMI Pine Belt Executive Committee
- William Carey University Pine Belt Alumni Chapter President

PREVIOUS SERVICE

- Public Relations Association of Mississippi Secretary
- Pine Belt Chapter of the Public Relations Association of Mississippi President and Treasurer
- College Public Relations Association of Mississippi Vice President

SKILLS

- Adobe Creative Suite
- Copy Editing and Writing
- Design and Pagination
- Event Planning and Publicity
- Project Management
- Social Media and Web Design
- Teaching and Training