

JOSHUA WILSON, M.B.A.

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EXPERIENCE

Adjunct Professor and Student Media Consultant (August 2022 to present)

The University of Southern Mississippi

Duties: Teaching School of Media and Communication classes and advising Student Media Center advertising, public relations, and social media staffers.

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 clients with design, marketing, and public relations services.

Adjunct Professor (August 2015 to November 2021)

William Carey University

Duties: Teaching Strategies in Learning (HUM 200).

Regional Career Navigator (May 2021 to December 2021)

Southern Mississippi Planning and Development District

Duties: Implementing a federal grant for a workforce training program across 24 counties and five community colleges; recruiting eligible underemployed or unemployed participants; 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 and production 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: 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 designers.

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 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 media and public relations; managing branding and social media; designing and placing advertisements; and advising the student newspaper.

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 in 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 in 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
- 2015 inductee for the *Hattiesburg American* Top 20 Under 40

CURRENT SERVICE

- Hattiesburg Historic Neighborhood Association Board Member
- United Way of Southeast Mississippi Communications Committee Member
- Pine Belt Chapter of the National Alliance on Mental Illness Executive Committee Member

PAST SERVICE

- William Carey University Alumni Council Member and Pine Belt Chapter Founder
- Public Relations Association of Mississippi Secretary
- Pine Belt Chapter of the Public Relations Association of Mississippi President
- College Public Relations Association of Mississippi Vice President

PUBLICATIONS

- Contributing Author, *Memories of Lincoln County* (Outskirts Press, 2020)
- Primary Author, *William Carey University: Celebrating 125 Years* (Campus History Series from Arcadia Publishing, 2017)

SKILLS

- Community, Media, and Public Relations
- Content Editing, Strategy, and Writing
- Digital and Traditional Marketing
- Event Planning and Publicity
- Graphic Design and Pagination
- Project Management
- Social Media and Website Management
- Teaching and Training