

James Joseph

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Education

University of Hartford, Barney School of Business

- B.S. in Business Administration, Marketing Concentration
- Honors: cum laude (GPA: 3.43/4.0), Dean's List (Fall 2015 – Spring 2019)

Skills

-
- HTML 5, CSS, JavaScript, Bootstrap, Sass, Less, React, Redux, JQuery
 - Problem solver/big picture thinker, creative, excellent time management, leadership, personable

Experience

Freelance Web Development

Sep 2022 – Present

Working with local small businesses to help reimagine and re-work front-end website experiences.

- Freelance Front-End Web Developer - Jay's Auto Shop
- Freelance Front-End Web Developer – Galaxy Fasteners

The Merrow Group Companies – Marketing & Sales Coordinator

Nov 2019 – Dec 2021

180-year-old American sewing machine and soft good manufacturer, actively expanding and diversifying business operations across multiple industries. Headquartered in Fall River, MA with offices in New York. Miami and Los Angeles

- Led website development for the launch of Merrow Medical
- Collaborated within traditional and digital marketing projects for diverse set of products
- Lead small team of three in social media marketing management and product management
- Creation of optimized email marketing campaigns delivered to specific demographics across various product lines
- Assisted business development teams through lead generation, data management and key marketing analytical support
- Light experience within optimized paid social media advertising
- Responsible for management of key accounts, pricing and customer service teams for the Hyde Store

Rustle & Spark – Junior Marketing Manager

Aug – Nov 2019

Small digital marketing & advertising agency responsible for coordinating optimized marketing efforts and projects for a diverse & expanding client base.

- Helped develop, initiate and operate influencer social media marketing program
- Supported marketing projects with copy writing, blogging and light photo/video editing
- Worked within website development teams to develop consistent brand messaging and effective SEO marketing strategies.

University of Hartford – Assistant Director of Orientation (Hartford, CT)

Feb – Sept 2018

Orientation programing servicing 750-1000 new students and cultivating leadership skills

- Served as one of three Assistant Directors of Orientation; supervised 56 students Orientation leaders from training through 5 Orientation sessions
- Conducted interviews for potential student Orientation leaders and selected final candidates
- Managed Orientation sessions of 150-200 first year and transfer student

Wealth Management Group of North America – Marketing Intern (Farmington, CT)

Sept – Dec 2017

Wealth management group dedicated to managing financial planning from investments to retirement

- Wrote and edited blog posts for the firm's blog
- Led consumer research to produce targeted content on social media for clients
- Spearheaded event marketing; managed invitations and outreach on behalf of CEO