

# JOSH KELLEY

## CREATIVE PRODUCER | BRAND STORYTELLER

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### SUMMARY

Emmy Award-winning visual storyteller and marketing professional with 12+ years of experience developing visual languages and brand strategies for organizations to better connect with their audiences. Specializing in video production, scriptwriting, and creative direction for nonprofits, businesses, arts, and mission-driven brands.

### EXPERIENCE

#### Senior Marketing Producer | TEGNA — CBS 8

Mar 2022 – Jan 2025

- Directed Emmy-winning creative campaigns (2 wins), strengthening brand presence and elevating market position
- Collaborated with partners to produce engaging viewer content, helping raise \$700K in community fundraising
- Managed end-to-end production of original digital series launch, growing social media audience by 30K+ viewers
- Co-led station rebrand, unifying voice, tone, and visuals across internal communications and external marketing
- Coordinated event logistics and marketing/brand materials for public-facing events of over 900K attendees annually

#### Community Engagement Manager | Goodwill of Western MO and Eastern KS

Sept 2021 – Feb 2022

- Developed digital fundraising campaign with C-suite executives, generating \$50K+ in donations to assist 600+ families
- Designed 500+ social media assets and planned yearly content calendar, driving 20K+ new audience engagements
- Created and managed content library and brand toolkits for organization use as well as for PR press materials
- Sourced and managed partnerships with media outlets and community stakeholders, expanding campaign reach

#### Promotions Producer | Nexstar Media Group — FOX4

Aug 2018 – Aug 2021

- Executed 8 national/state award-winning campaigns from concept to delivery, achieving #1 in market position
- Innovated story-driven visual marketing strategies for partner nonprofit, substantially increasing donations by 44%
- Collaborated with corporate executives to produce and deliver original content to 200+ stations nationwide
- Grew digital and social engagement, increasing impressions by 100K+ with curated and exclusive content strategies

#### Videographer/Editor | Bespoke Media Group

July 2015 – Jan 2017

- Created content for Discovery, NBCUniversal, and national brands in fast-paced agency environment
- Managed production resources and inventory for shoots with leading agencies and high-profile clients
- Delivered content to wide-ranging sectors, including corporate, tech, B2B, tourism, SaaS, and live events
- Produced 100+ hours of multimedia training content for software used by 12,000 association members

#### Audio/Visual Production Specialist (Contract) | Tennessee General Assembly

Jan 2018 – May 2018

- Produced engaging social media videos to enhance communication between state senators and constituents
- Managed legislative committee recordings, expanding public access to government proceedings
- Streamlined audiovisual operations for elected officials, state departments, organizations, and hearing guests

#### Freelance Multimedia Producer | Self-Employed

Aug 2013 – Present

- Produce end-to-end content including video, photography, copywriting, and social media assets for small businesses, nonprofits, universities, tech companies, and personal projects
- Manage all project aspects from client consultation through final delivery while maintaining full-time employment
- Translate client visions into compelling visual narratives across multiple platforms and industries

## SKILLS

**Creative Production:** Videography / Editing / Motion Graphics / Photography / Sound Design / Scriptwriting

**Strategy & Marketing:** Brand Development / Campaigns / Content Strategy / Digital Marketing / Social Media

**Project & Client Management:** Creative Direction / Leadership / Client Relations / Cross-Team Collaboration

**Analytics & Optimization:** Google Analytics / Engagement Metrics / Audience Insights / Performance Tracking

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## SOFTWARE

**Creative:** Premiere Pro / After Effects / Photoshop / Lightroom / Canva

**Digital:** YouTube / Instagram / TikTok / Facebook / LinkedIn / Wix / Wordpress / Mailchimp

**Collaboration:** Microsoft Office / Google Workspace / Asana / Trello / Slack / SharePoint

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## EDUCATION

### Arkansas Tech University | Russellville, AR

Master of Arts – Multimedia 2015

Bachelor of Arts – Broadcast Journalism 2013

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## KEY ACHIEVEMENTS

- Two-Time Emmy Award Winner and three-time nominee for creative storytelling and video production
- Generated \$1M+ in community impact through compelling multimedia storytelling and fundraising campaigns
- 8 National and State awards for creative campaign production and brand-focused content
- Managed production of multimedia training module, producing 100+ hours of content for 12K+ association members
- Grew digital audiences by 50K+ and increased digital engagement by 100K+ impressions