

Joshua McCutcheon

Content Specialist

Email: contact@contentbyjosh.com

Location: Akron, OH

Portfolio: www.contentbyjosh.com

Summary

Creative professional with 8+ years of experience producing high-impact visual content for brands across major social platforms. Specializes in graphic design and video editing using Adobe tools to deliver cohesive brand identities and measurable marketing results.

Work Experience

JANUARY 2023 - PRESENT

Kleidon & Associates, Akron, OH - Content Specialist / Art Director

- Raised \$100,000+ in donations for the Humane Society of Summit County through targeted social media content campaigns
- Led a team of professionals in the execution of social media marketing strategies
- Produced and edited short-form and long-form video content for marketing campaigns using Adobe Premiere Pro
- Created hundreds of custom organic content pieces to increase brand visibility across Facebook, Instagram, X, TikTok, YouTube, and LinkedIn
- Developed paid social advertising campaigns that generated measurable sales
- Directed digital signage campaigns for high-traffic venues, including the Columbus Crew Arena and Pathways Financial Credit Union

OCTOBER 2017 - DECEMBER 2022

StandOut Design & Marketing, Canton, OH - Social Media Marketing Specialist

- Attracted high-profile clients for social media services, who subsequently referred additional new clients
- Created a wide range of organic and paid content for 60+ businesses across multiple industries
- Increased social media followers by 50% across multiple client accounts
- Optimized websites for desktop and mobile platforms
- Managed online business listings to improve search engine visibility and local SEO

Skills

Social Media & Content Strategy

- Social Media Marketing
- Content Planning & Scheduling
- Social Media Advertising
- Content Calendar Development
- Content Creation
- Platform Analytics

Creative Production

- Graphic Design
- Video Editing
- Short-Form Video Creation
- Long-Form Video Creation
- Visual Storytelling
- Motion Graphics

Software

- Adobe Photoshop
- Adobe Premiere Pro
- Wix
- Constant Contact
- Yext
- Asana
- Buffer
- Hootsuite

AI Tools

- ChatGPT
- Gemini
- Claude
- ElevenLabs
- Suno