

JOSH VALENTINE

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Longmont, Colorado

INTRO

Communications, operations, and marketing professional, with managerial and directorial experience, active in climate advocacy, renewable energy programs and policy, sustainability, and animal welfare. Experienced in digital strategy, operations and human resources management, plus video, audio, and graphics production. Musician, writer, Bulldog caretaker, and skier living in the Rocky Mountains.

WORK

May 2015–Present: Clean Coalition, Menlo Park, CA

Communications Manager

Produce, distribute, edit, and manage all communications and marketing materials, including email newsletters, program and consulting documents, presentations, press releases, op-eds, web content, graphics, video, and clean energy policy briefs. Manage multimillion-dollar U.S. Department of Energy funded initiative, including all communications deliverables and subcontractor work. Coordinate onboarding, human resources, and other operations processes for employees and new hires, including digital setup and general orientation. Oversee website content, design, and operations, including all web marketing functions. Develop digital marketing strategies for email, Google AdWords, webinars, and social media. Design digital graphic collateral for all departments, social media, and website. Leverage partnership opportunities with likeminded organizations and industry peers for event speaking gigs, media promotion, and cohosted educational webinars. Represent organization at renewable energy speaking events to advance mission and expand network of support.

September 2014–Present: Colorado Renewable Energy Society (CRES), Fort Collins, CO

Digital Communications Director

Create and manage all digital communication campaigns to build membership, raise awareness, engage in energy and climate policy issues, increase clean energy adoption, and drive event registrations. Contribute and coordinate original written content for blog, social media, and email newsletters. Organize online education, public relations, and outreach efforts with CRES staff for constituents of all state chapters. Seek out and create online communication partnerships with Colorado clean energy businesses, energy efficiency consultants, climate advocacy groups, press, state and federal agencies, and local governments. Coordinate digital advertising and recruitment efforts geared towards prospective members and volunteers.

October 2007–April 2015: Promenade Media, Boulder, CO

Digital Communications Director

Developed strategic digital communication, web marketing, and social media initiatives for climate and environmental action groups, renewable energy firms, and sustainable clients across multiple industries. Consulted with businesses and marketing heads on social media, digital metrics, search, content, design best practices, digital media production, and complete web and mobile strategies. Spoke and trained at renewable energy and climate action events. Managed web communication projects — including community building and engagement — focusing on role delegation, minimizing costs, and forecasting results.

September 2007–January 2013: Maine Marketing Association, Portland, ME

2010–13: President | 2009–10: President-elect | 2007–09: Sponsor Chair

Managed a board of marketing, communications, and business professionals and elected twice as president. Lead all communications activities, including media coverage, sponsor acquisition, email marketing and outreach, and business partnerships. Presided over all digital communication initiatives, including website content and maintenance. Planned, executed, and spoke at marketing education

seminars, networking events, and community fundraisers.

March 2011–June 2012: Maine Businesses for Sustainability, Portland, ME

Web Marketing Manager

Managed social media strategies, copy, campaigns, and tracking for all facets of the organization's activities, including events, rallies, organizing efforts, memberships, sponsorships, partnerships, and fundraising. Educated through content marketing campaigns the importance of the triple bottom line in business ("the three pillars:" people, planet, profit), resulting in qualified leads for memberships and ticket sales. Generated weekly web marketing reports for association board. Lead monthly sustainability networking group made up of members, supporters, and sustainable business partners.

May 2010–March 2011: IDEXX Laboratories, Westbrook, ME

Marketing Contractor

Partnered with veterinary practices and hospitals to create digital marketing and communication campaigns to increase pet owner medical compliance. Educated veterinarians and veterinary technicians on the benefits of IDEXX's laboratory test products and how to better market them to pet owners. Wrote technical copy based on geographic market segmentation and canine disease data for veterinarians to use in their sales and canine care efforts. Coordinated medical training webinars for marketing to veterinarians and veterinary technicians.

October 2006–October 2007: IntertechPira, Falmouth, ME

Marketing Coordinator

Created and managed content on company website, including copyedits and press releases. Initiated media partnerships in web advertising to enhance the web presence of IntertechPira's green conference portfolio. Researched markets for demand potential in conferences for sustainable businesses and products, and presented analysis and proposals based on industry feedback. Proofed online and print brochure copy used for A/B-tested email and direct mail marketing campaigns, increasing customer response and return on investment.

VOLUNTEERISM

August 2014–Present: 3BL Media, Northampton, MA

Writer

Published writer at 3BL Media, an environmental content distributor that operates CSRwire, Justmeans, and SocialEarth. Topics include environmental, renewable energy, animal rights, and sustainability issues.

October 2014–October 2016: CRES Boulder County Chapter, Boulder, CO

Digital Communications Advisor

Developed and managed digital communications and marketing efforts for the CRES Boulder County steering committee.

EDUCATION

2004 Graduate: Emerson College, Boston, MA

Master of Arts – Digital Media Production

1997 Graduate: Wheaton College, Norton, MA

Bachelor of Arts – English