

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 campaigns, presentations, press releases, op-eds, web content, graphics, video, and clean energy program, policy, and consulting materials. Manage communication projects and subcontractor teams for multimillion dollar federal and state funded initiatives. Edit and assist development of proposals for government and foundation funded grants. Oversee website content, design, and operations, including all web marketing functions. Develop digital marketing strategies for email, Google AdWords, webinars, and social media. Coordinate graphic designs for all departments. Leverage partnerships with likeminded organizations and industry peers for event speaking gigs, media promotion, and cohosted educational webinars. Represent organization at renewable energy speaking events to reinforce mission and expand network of support. Coordinate staff onboarding, human resources, and other operations processes for employees and new hires, including digital setup and overall orientation.

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 other clients across multiple industries. Consulted with businesses and marketing heads on social media, digital metrics, search, content, design, 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. Led 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, resulting in qualified leads for memberships and ticket sales. Generated weekly web marketing reports for association board. Led monthly sustainability networking group made up of members, supporters, and 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 dog owner medical compliance. Educated veterinarians and veterinary technicians on the benefits of IDEXX's laboratory test products and how to better market them to dog owners. Wrote technical copy based on geographic market segmentation and canine disease data for veterinarians to use in their sales and dog 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 for web advertising to enhance the web presence of IntertechPira's climate conference portfolio. Researched markets for demand potential in conferences for climate conscious businesses and products, and presented analysis and proposals based on industry feedback. Proofed online and print brochure copy used for email and direct mail marketing campaigns, increasing customer response and event attendance.

VOLUNTEERISM

August 2014 – September 2017: TriplePundit, San Francisco, CA

Writer

Published writer at TriplePundit, an environmental content distributor. Topics included environmental, renewable energy, and animal rights 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