

JOSH VALENTINE

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Longmont, Colorado

Communications professional active in renewable energy policy, climate advocacy, and animal welfare. Experienced in strategy, marketing, leadership, and media relations, plus video, audio, and graphics production. Musician, writer, Bulldog caretaker, hearing health advocate, and vegan living in the Rocky Mountains.

SKILLS

Strategic planning, program and project management, leadership, data metrics and reporting, Microsoft Office and Google Suites (including AdWords and Analytics), web content management systems, media relations (including story pitches, placements, and press releases), visual communication and graphic design (including audio and video production, plus Illustrator and other software), proposal writing, public speaking, networking, hiring.

WORK

July 2020 – Present: Southwest Energy Efficiency Project (SWEET), Boulder, CO

Communications Director

I am the new Communications Director for SWEET, a public interest organization that promotes greater energy efficiency and clean transportation in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. More information about this experience is coming soon.

May 2015 – July 2020: Clean Coalition, Denver, CO

Communications Manager

Developed and implemented strategic communications plans, with regular reporting to the development team for fundraising campaigns and funder requirements. Ensured consistent messaging and reinforcement of company brand and voice. Produced and managed communications and marketing materials, including emails, slides, press releases, op-eds, webinars, as well as clean energy program, policy advocacy, and consulting engagements. Managed subcontractor teams for multimillion-dollar initiatives to support climate vulnerable and low-income communities. Assisted in proposal development for government and foundation funded grants. Oversaw website content, design, and operations, including web marketing functions. Created digital marketing strategies for email, Google AdWords, webinars, and social media. Coordinated graphic design for all departments. Leveraged partnerships with like-minded organizations and industry peers for event speaking gigs, media promotions, and webinars. Represented organization at speaking events to develop relationships and expand network of support.

September 2014 – July 2020: Colorado Renewable Energy Society (CRES), Fort Collins, CO

Digital Communications Director (part-time)

Managed all digital communication campaigns to build membership, raise awareness, engage in energy and climate policy issues, increase clean energy adoption, and drive event registrations. Contributed and coordinated original written content for blog, social media, and email newsletters. Organized online education, public relations, and outreach efforts with staff for constituents of all state chapters.

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

Digital Communications Director

Developed digital communication and web marketing plans and campaigns for environmental and animal welfare groups, and renewable energy companies. Consulted with businesses and marketing leads on social media, KPIs, search, content, design, digital media production, and complete web and mobile strategies. Spoke and trained at renewable energy, climate, plant-based/vegan, and hearing health events.

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

President & 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, plus 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 digital marketing for the organization and assisted in coordinating events, rallies, organizing efforts, memberships, sponsorships, partnerships, and fundraising. Recruited trainers for education programs. Led monthly sustainability networking group made up of members, supporters, and business partners.

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

Marketing Contractor

Consulted with veterinary practices and hospitals to develop digital marketing and communication campaigns to increase dog owner medical compliance. Educated veterinarians and veterinary technicians on IDEXX's laboratory test products and how to better market them to dog owners. 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. Wrote press releases and landed media partnerships to enhance the company's environmental conference portfolio. Proofed online and print brochure copy used for email and direct mail marketing campaigns.

VOLUNTEERISM & ADVOCACY

July 2016 – Present: Luvin Arms Animal Sanctuary, Erie, CO

Volunteer

October 2010 – Present: Hearing Loss Association of America (HLAA), Rockville, MD

Speaker & Writer

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

Writer

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

Communications Consultant

MUSIC & FILM WORK

September 1988 – Present: Multiple bands (details: joshvalentine.net/the-archive)

Bassist, Guitarist, Vocalist, Arranger, Composer, Producer, Mixer, Editor, Videographer

May 1993 – September 1994: Theatrical Teamsters Local 817, New York, NY

Production Assistant, Spike Lee's *Clockers*

Production Assistant, Spike Lee's *Crooklyn*

EDUCATION

2004 Graduate: Emerson College, Boston, MA

Master of Arts – Digital Media Production

1997 Graduate: Wheaton College, Norton, MA

Bachelor of Arts – English
