

# JOSHUA JOHR

[jjohr25@gmail.com](mailto:jjohr25@gmail.com) | [www.joshjohr.com](http://www.joshjohr.com)

Marketing Professional | Video Editor | Content Strategist | Master of Management

## WORK EXPERIENCE

- Video Editor | SEEDS MARKETING + DESIGN** Birmingham, MI May 2022 – Present
- Implement new software and AI solutions to optimize workflow and video quality, increasing video contracts at agency.
  - Develop multi-channel media archive to ensure data integrity and accessibility to over 100 terabytes of content.
  - Film and edit Volkswagen executives in roughly 15 monthly video comms targeted to 650+ North American dealer network.
- Freelance Videographer/Editor | SELF-EMPLOYED** Ann Arbor, MI Jun. 2019 – Present
- Consult with client to develop brand goals and objectives to establish transparent project timeline and metrics.
  - Communicate with client in each stage of production and adapt to maintain project efficiency.
  - Deliver commissioned content, create release strategy, and identify distribution channels to maximize media reach.
- Student Marketing Consultant | TIAA** Ann Arbor, MI Jan. 2022 – Apr. 2022
- Created marketing strategy to increase brand awareness among individuals under age 40 in Ann Arbor teaching market.
  - Analyzed ~150,000 data entries via Tableau and created Qualtrics surveys, discovered TIAA's true market share.
  - Critiqued brand's current strategy, conducted competitor analysis, provided recommendations to increase market share.
- Studio Director/Video Editor | UMICH SCHOOL OF INFORMATION** Ann Arbor, MI Aug. 2020 – Dec. 2020
- Oversaw multi-cam crew of 7 to ensure quality, consistency, and optimal camera angles, ensuring continuity in content.
  - Coordinated with remote graphic designer to generate CGI animations, creating virtual studio and eye-catching transitions.
  - Edited 27 hour-long lecture videos to meet release deadlines, supplying steady stream of materials for course duration.
- Video and Content Producer | THE DESAI ACCELERATOR** Ann Arbor, MI May 2020 – Aug. 2020
- Developed media for startups to attract investors, raising over \$100,000 in capital and continuation of companies.
  - Wrote scripts and conducted interviews to create digital presence for brand, content published in *Crain's* and *Medium*.
  - Animated targeted ads for social media, generating awareness and increasing downloads for app-based company.
- Director/Editor and VP of Finance | FILMIC PRODUCTIONS** Ann Arbor, MI Oct. 2018 – May 2021
- Managed operational finances on projects budgeted between \$1,500 and \$5,000 at student run film agency.
  - Supervised completion of content for clients, managing crews of 10 to 20 and deadlines in post-production.

## EDUCATION

**Business Management MM | ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN - Ann Arbor, MI**

2021 – 2022 Cumulative GPA: 3.70

**Film, Television and Media BA, Screenwriting Sub-Major | UNIVERSITY OF MICHIGAN - Ann Arbor, MI**

2018 – 2021 Cumulative GPA: 3.80 Major GPA: 3.95

## SKILLS

Excel, Word and PowerPoint; Tableau; Canva; Airtable; Adobe Premier Pro, Photoshop, Illustrator, After Effects, and Media Encoder; YouTube Content Manager; Final Draft; Social Media; Mac OS and Windows Proficient.