

Joshua James Smith, M.S.

Resume / CV

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Over five years experience in higher education instruction in mass communication and public relations with four years of experience in higher education administration and program development. 10+ years of experience in mass communication, public relations, and strategic communication.

Education

Master of Science, Mass Communications

(Focus: Strategic Public Relations)

Virginia Commonwealth University

Bachelor of Science, Mass Communications

(Focus: Public Relations)

Virginia Commonwealth University

Experience

Assistant Professor, Public Relations, Communication, Graphic Design (2015 - current)

Virginia Commonwealth University

Richard T. Robertson School of Media and Culture

Provides university level instruction and training on strategic communications and public relations best practices. Collaborates on communication research projects for national publication. Participates on committees and other governance bodies. Reports directly to the Director of the Robertson School of Media and Culture.

Courses Taught:

- MASC 101 Mass Communication # of sections: 1
- MASC 210 Public Relations # of sections: 10
- MASC 333 PR Writing and Media Relations # of sections: 5
- MASC 334 Visual Communication and Design # of sections: 13
- MASC 335 Multimedia Production # of sections: 7
- MASC 491 CreateAthon Productions # of sections: 1
- MASC 491 Media + Culture Abroad (Vietnam) # of sections: 1
- MASC 683 Media and Culture Study abroad # of sections: 1
- MASC 694 Strat PR Campaign Design # of sections: 1

Public Relations Sequence Coordinator (2016 - present)

- Appointed by Director
- Identify sequence course needs, in consultation with sequence faculty
- Suggest sequence schedule of courses to the Associate/Assistant Director
- Collaborate with Director of Graduate Studies on graduate program course scheduling
- Identify and recommend possible adjunct faculty in staffing sequence courses as needed
- Coach and support adjunct faculty in the sequence
- Support, convene and facilitate sequence discussion on curriculum and assessment issues
- Represent sequence faculty on the School's Undergraduate Studies Committee
- Represent sequence faculty on the School's Accreditation and Assessment Committee
- Created and launched student-led public relations agency as capstone course
- Facilitated curriculum reform and restructure (effective fall 2018)
- Established sequence-wide grade, attendance and deadline policies

Social and Digital Media Coordinator, Robertson School of Media and Culture (2017 - present)

- Appointed by Director
- Oversee content calendar, content creation, engagement and analytics on Facebook, Twitter, Instagram, LinkedIn
- Live coverage special events
- Oversee two communications interns at 20 hours per week

Coordinator of Special Projects, Robertson School of Media and Culture (2019 - present)

- Appointed by Director
- Work with the Director of Graduate Studies, Graduate Studies Committee, and University administration to develop two new graduate program curricula for online and hybrid learning communities; Strategic Communication and Multimedia Journalism
- Develop recruitment materials for undergraduate and graduate programs
- Consult with administration on new program curricula, design and pedagogy

Communication and Media Strategist, Graduate Marketing Committee, The College of Humanities and Sciences at VCU (2018 - 2019)

- Appointed by Dean
- Design communication strategies and collaterals to increase the quality and diversity of graduate applications in five targeted graduate programs.
- Developed multimedia campaign for social, web, print
- Conducted focus groups and in-depth interviews

- Scripted, shot and edited case study videos for web and social
- Worked with ad designer to create 20-version ad flights
- Worked with ad designer on social promotion and media buy
- Designed five landing pages for click-throughs and conversion

Global Leadership (2017 - present)

- Instructor, Robertson School: Media and Culture Summer Program (2017)
- Study Abroad: Faculty leader and program designer for cross listed graduate/undergraduate three week study abroad on “Media & Culture in Vietnam - Da Nang, Hoi An and Hue” (2019)
- Appointed by AUV Chancellor as curricular program consultant for new Mass Communication degree program for approval by Vitenamese Ministry of Education (MoED). The American University in Vietnam (2019)
- Directed by VCU GEO, and Robertson School Director to establish 4+1 MOU with AUV and VCU as “pathway process” into VCU M.S. programs (effective fall 2019)

Diversity, Equity & Inclusion

- Robertson School Diversity Committee, Training Zone Coordinator (2017 - 2019)
Created, coordinated and led workshops for faculty and staff professional development.

Training:

- Support Zone (Crisis Support)
- Emergency Services (On-Campus Police)
- Title IX (Federal Reporting Standards)
- Safe Zone (LGBTQ+)
- Global Zone (International Students)
- Green Zone (Military and Veteran Students)
- Beyond the Binary (LQBTQ+, Gender and Sexuality)

Executive Director, Agency (2016 - present)

- Concepted and developed new capstone course as “student-led pr firm”
- Manage new client recruitment via online application process
- Manage program marketing, promotion, development
- Pitch media for program coverage
- Agency spokesperson
- Coordinate faculty-client relations
- Consult on pedagogy and project implementation

Director of Marketing, Cobb Technologies

Reporting to the president, established and managed strategic communications/marketing B2B to foster a positive image of products and services offered by Cobb Technologies.

- Responsible for creating/implementing strategic communications plans
- Ensured brand standards compliance
- Managed owned media platforms: website/social channels
- Managed/monitored earned media mentions in press/through influencers
- Consulted leadership on reputation with stakeholders/clients
- Contributed on cross-departmental development teams/committees
- Coordinated internal communications with HR (MS SharePoint/employee newsletter)
- Wrote, edited, distributed monthly employee e-newsletter
- Created/Chaired marketing steering committee (internal and external members)
- Collaborated on graphic design for marketing/communication materials
- Responsible for internal/external events and promotions
- Created community engagement program CSR (now Cobblmprint.org)
- Established marketing internship and recruitment program
- Managed all marketing interns

Manager, Marketing & Communications, Commonwealth Transfusion Foundation

Reporting to the President/CEO, led the development and implementation of strategic marketing and communication to support the mission of Virginia Blood Foundation.

- Responsible for creating/implementing strategic communications plans
- Responsible for media relations/media management
- Developed/launched/managed organizational website/social channels
- Content writer/editor for multi-media collaterals/educational materials
- Graphic designer for in-house print and digital marketing materials
- Collaborated on cross-team roll out of BloodEd. educational program
- Produced radio and web commercials for key publics (clinical professionals)
- Directed photo shoots for web/social content
- Established remote/webinar option for Board meetings/remote meetings

Manager, Communications, Virginia Blood Services

Reporting to the executive director, led a marketing and communications team to increase blood donations and build awareness and action in a cause-driven industry regulated by the FDA.

- Managed marketing and communication to 170,000 statewide blood donors
- Official spokesperson for media inquiries/interviews/statements
- Managed owned media platforms: website/social channels
- Managed donor incentive programs, promotional and give-a-ways
- Content writer/editor/photographer for organization newsletters/annual reports
- Managed department budget
- Managed annual media buys in VA markets
- Developed advertising for radio/TV/web
- Designed marketing materials to support donor recruitment
- Planned donor events at nine fixed blood centers and community drives
- Managed volunteers at special events and blood drives
- Consulted/presented to weekly business development teams/leadership
- Monitored news mentions with Google Alerts, VOCUS, and In-The-News

- Worked in compliance of U.S. Food and Drug Administration (FDA)/other regulators

Chapter Administrator, National Electrical Contractors Association

Reporting to the chapter director and office manager, facilitated benefits and IT services for the Board #63 Collection Account Trust and National Electrical Contractors Association (NECA) and its members in VA, NC, SC, and GA.

- Provided administrative support to chapter and office managers
- Provided data processing for Board #63
- Created electronic information transfer system utilizing FTP solutions.
- Assisted in \$2.2 million monthly benefits for disbursement
- Assisted in maintaining membership communication (newsletter/email)

SKILLS

- Effective leadership: Myers-Briggs ENFP
- Strong oral and written communication
- Strong interpersonal communication
- Visual communication and graphic design
- Videography and video storytelling
- In-depth command of communications channels/platforms/social and mobile media
- Creative communications solutions/approaches
- Strategic communications research/surveys/focus groups/content analysis
- Analytical report writing/presenting/data visualization

SOFTWARE

Adobe Illustrator; Adobe Photoshop CC 2019; Adobe InDesign CC 2019; Adobe PremierPro CC 2019; Adobe Spark; Camtasia2; Microsoft Office 2019 (Word, Excel, and PowerPoint); Google Analytics; CISON/PR Newswire; AP Style; Wordpress; Basecamp; Hootsuite

AFFILIATIONS

- C.R. Anderson Foundation Association for Business Communication (research)
- Arthur W. Page Center for Integrity in Public Relations (research)
- Honorary Graduate Student; Strategic Public Relations
- Public Relations Society of America, David P. Hurdle Rising Star Award (scholarship)
- Richmond Chapter, Public Relations Society of America (PRSA)
- Adobe Education Exchange, contributor and member

COMMUNICATION WORK & PUBLICATIONS

Yen-I Lee, Yuan Zhang, Yan Jin, Sungsu Kim, Ernest F. Martin & Joshua J. Smith. 2019. Opening the Minds' Eye: The Pivotal Role of Sympathy in Depression Coverage Effectiveness, **Routledge, Communication Studies**, DOI: 10.1080/10510974.2019.1650086

Freelance: Illustrative EKG image restoration and repair for use in medical case report, University of Rwanda School of Medicine and Pharmacy; Centre Hospitalier Universitaire de Kigali, Department of Accident & Emergency. D. Hopkinson, W. Mucyo, M. Nkeshimana. *Two young men with STEMI in Rwanda: a case report*. **Rwanda Medical Journal**. 2019.

Poster Session: Great Ideas For Teaching (GIFT): "On-Camera Media Relations Training for Public Relations Students: A 'Look Live' on-camera interview assignment." 2019. Bajkiewicz, Smith. **AEJMC Conference**, Toronto, Canada.

Embracing Public Relations Writing Techniques in the Classroom. Meganck, S. & Smith, J. **Teaching Journalism and Mass Communication**. Vol. 9, no. 1. (2019), pp. 41-44
<http://www.aejmc.us/spig/journal> (2019, July).

Meganck, S., Guidry, J., & Smith, J. (2019, April) Skills Needed for Entry-Level Public Relations Positions: An Analysis of Job Listings. **BRIDGE Conference**, Washington, D.C.

Freelance: Print book design and layout: "Dear Kay: One Man's Journey Through Grief" (2018). Copyright (C) 2018 by Thomas A Bajkiewicz. **Published by Amazon Books**.
ASIN:B07KBTBLKW

Freelance: Cover Design. **Social Marketing Quarterly** Volume 24 Issue 2, June 2018

Freelance: Visual stimulus design for research study > Motivating Influenza Vaccination among Young Adults: The Effects of Public Service Advertising Message Framing and Text versus Image Support. **Social Marketing Quarterly** Volume 24 Issue 2, June 2018

C.R. Anderson Foundation, Association for Business Communication (ABC), Yan Jin, Augustine Pang, Joshua Smith, (2018) "Crisis communication and ethics: the role of public relations", **Journal of Business Strategy**, Vol. 39 Issue: 1, pp.43-52, <https://doi.org/10.1108/JBS-09-2016-0095>

Freelance: Infographic design: "Constructive journalism: An introduction and practical guide for applying positive psychology techniques to news production." McIntyre, K. & Gyldensted, C. (2017, in press). **Journal of Media Innovations**, 4(2).

Freelance: Print book design and layout: "Nine Lives - A Life In Ten Minutes Anthology." (2017). Copyright (C) 2017 by Life in 10 minutes LLC. **Published by Chop Suey Books**. ISBN: 978-0-9960912-5-1

VCU Richard T. Robertson School of Media & Culture and VCU School of Nursing Joint Research Project, "Media Framing of Alternative Uses of Tobacco Products as a Culture

Phenomenon” to understand the portrayal of waterpipes as an alternative form of tobacco use in the United States. (Jeanine Guidry, Yan Jin, Linda Haddad, Yuan Zhang, and Joshua Smith) (Published, 2016) **Journal of Health Communication** (2014) 31(6), 659-667. doi:10.1080/10410236.2014.987468 [1.927] **Included in National Center for Biotechnology Information’s (NCBI) PubMed, U.S. National Library of Medicine** (2016)

Arthur W. Page Center for Integrity in Public Communication funded project: “Informing how social and traditional media produce and distribute crisis information, with an emphasis on ethical standards.” (PIs: Dr. Lucinda Austin, Elon University, and Dr. Yan Jin, Virginia Commonwealth University.)

“The Effects of Framing and Attribution on Individuals’ Responses to Depression Coverage.” Yan Jin, Yuan Zhang, Yen-I Lee, Ernest Martin, and Joshua Smith. **AEJMC Conference**, San Francisco, CA (2015).

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