

# Josh Weinstein

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## **WORK EXPERIENCE:**

**MARKETING MANAGER, The Hypocrites – July 2015 to present**, lead marketing strategies crafted to attract wide and diverse audiences and participants; develop and maintain effective sales reporting systems and projections; oversee promotional video and photography needs as well as collateral development and all social, mobile and website updates

**CUSTOMER MARKETING MANAGER (CRM), CME Group – Sep. 2008 to July 2015**, lead strategy and execution of CRM initiatives including utilization/adoption of Salesforce.com, marketing automation, lead generation, systems integration and master data management

**WEB SPECIALIST, Seyfarth Shaw LLP – Mar. 2008 to Aug. 2008**, web design, content management, creation, maintenance, analytics, proofreading and editing; multimedia authoring; design and delivery of eMarketing materials (utilizing InterAction); graphic design and layout

**WEBMASTER, Rising Realty – Mar. 2005 to Nov. 2007**, graphic and web design, maintenance, analytics, proofreading, editing, and creating online video content; direct mail management; create eMarketing materials, brochures and print/online ads; multimedia development; copywriting; lead generation; Supervise assistant; administrative support

**MARKETING COORDINATOR, Arkansas Union – Jan. 2002 to Jan. 2004**, assistantship duties included: support efforts of multiple businesses housed within student union; conceptualize websites; Supervise developer; design marketing materials; coordinate annual events; chair committees; support administrative staff

**GRAPHIC/WEB DESIGNER, Jay Goldberg Events – Feb. 2001 to Aug. 2001**, design and maintain company sites; work with programmer to enhance user experience; deliver print ads for regional publications and other marketing materials; publish regional monthly magazine

**PERCUSSIONIST/DESIGNER, EarthSign Records – Oct. 1999 to Nov. 2000**, play nightly gigs, travel everywhere east of the Mississippi, design and deliver ads for national/regional publications, direct mail pieces, brochures, posters and other marketing materials; design exhibition booth display for national conference

## **COMPUTER SKILLS:**

Worked extensively on both MAC and PC platforms; Knowledge and experience utilizing Google AdWords & Analytics, Twitter, Facebook, YouTube, Vimeo, Wordpress and other social media; Software: Marketo, Salesforce.com, Exact Target, Constant Contact, Microsoft Office, Adobe Creative Suite, Final Cut Pro, etc; Languages/Applications in HTML, CSS, Forms/Databases.

## **EDUCATION:**

MFA: Playwriting, University of Arkansas, Fayetteville AR – 2004  
BS: Communications, Bradley University, Peoria IL – 1998

## **ADDITIONAL:**

LiveWire Chicago Theatre, Executive Director (2005-2014)  
Freelance Writer/Director & Marketing (1998-present)