



# JOSEPH RICHARDSON

- Market Analysis
- Corporate Rebranding
- SEO Research
- Social Media Management
- Push Notification Marketing
- Creative Ad Campaign Creation & Mgmt
- Hubspot
- PPC Campaign Creation
- Media & Print Graphic Design
- Adobe Creative Suite Software
- Wordpress
- Google Analytics & Apps
- Extensive knowledge of iOS, macO5, Windows, Android & other platforms



## CONTACT ME

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## MY PORTFOLIO

Facebook.com/JosephJ Richardson  
<https://jjr.marketing>  
[linkedin.com/in/JosephJohnRichardson](https://www.linkedin.com/in/JosephJohnRichardson)



## ADDRESS

1041 Cherokee Road,  
Louisville, KY 40204

## PROFESSIONAL BACKGROUND

JANUARY 2018 - CURRENT



### DIGITAL OUTREACH & MARKETING SPECIALIST

#### Commonwealth Capital Management

- Completely redesigned the entire company identity and set new brand standards to work from.
- Developed and managed the CCM website.
- Designed and managed email campaigns, social media ads, print advertisements, search engine graphics and more.
- Helped CCM employees use new technology so they could be more efficient.
- Continually ran and monitored recruiting efforts and campaigns, pivoting based off of analytics.

JULY 2016 - JANUARY 2018



### DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

#### NetLaw

- Created/revised new and existing marketing materials in accordance with brand standards
- Completely vetted and rebuilt company affiliated websites to ensure cohesive brand representation.
- Created original content for company blog posts and social media outlets.
- Drove a modern vision for the product development team and helped ensure tasks were completed on time.
- Oversaw all large client communications and marketing sprints.

JULY 2015 - JULY 2016



### DIGITAL MARKETING SPECIALIST

#### 1926 Marketing

- Created compelling and eye-catching text and media ads for clients.
- Monitored and tracked client ads, revising them as needed to reach and exceed their monthly goals.
- Managed social media accounts and lead generation pages to maximize client outreach.
- Created & managed PPC ad campaigns.
- Developed and updated client websites and services.
- Developed eCommerce, blogging, and service websites.
- Integrated SEO into client sites to help search engines pick up site content and generate results.
- Designed graphics to be strategically placed and cohesive with brand.
- Trained new interns/employees on graphic design, web development, and branding.

JANUARY 2011 - JULY 2015

### CMO/CO-FOUNDER

#### TriPhonia



- Created cell phone buyback company that purchased old technology from consumers.
- Created original website that enabled customers to sell their devices and updated quoting with market trends
- Company achieved over \$100,000 in revenue in year two and over \$200,000 in year four.
- Tested and evaluated customer devices across iOS, Android, OS X, Windows, Blackberry, and Palm operating systems.
- Created logistic solutions for shipping warehouse following a high-volume customer influx.
- Created all ad campaigns and tracked the performance on each one, making revisions if needed.
- TriPhonia.com gained hundreds of thousands of website visitors during our ownership. Sold the company and its assets to a third party in July 2015.

## EDUCATION

### ALPHA OMEGA ACADEMY

Because TriPhonia's fast growth, I transferred from a traditional high school and attended Alpha Omega Academy. Their online distance learning curriculum helped me stay on pace as I continued to run my company. Alpha Omega Academy allowed me to get through courses at a faster pace since I could complete them at any time, day or night. With my "completionist" tendencies, I was able to graduate two months early.

## CLIENT REFERENCES

- Dress for Success — 2013-2015 / Social Media Management, Marketing, Campaign Promotions
- CareFit Studios — 2014-2018 / Website Development and Design
- Scott Reed — 2014-2018 / Logo, Brand, and Website Design
- Sunny Daize ~ 2012~2015 / Print & Electronic Ad Design and Implementation
- Commonwealth Capital Management — 2013-2018/ Print & Electronic Ad Design
- T&W Interiors — 2013-2018 / Website Development, Social Media Management, Business Card and Logo Design
- R&R Attorneys — 2014-2018/Website, Business Card, and Brand Redesign