

Joseph Thurston

(816) 517-6248 • josephthurston.com
jethurst@gmail.com • San Francisco, CA

Experience

Senior Consultant – Content Marketing Writer, Producer, Editor, Strategist | January 2017 – Present

Booz Allen Hamilton

- Concept, guide, and execute on digital content marketing campaigns for diverse products, services, and capabilities including cybersecurity, management consulting, analytics, and artificial intelligence
- Work closely with subject matter experts from across the globe, including senior executives, to craft compelling, broadly digestible narratives around highly technical projects, products, and capabilities
- Develop storylines, write scripts, conduct interviews, and produce audio for branded podcasts and short-form marketing videos
- Design and author pages for company website using Adobe Experience Manager
- Contribute to the content marketing strategy of a century-old, 24,000-employee global consulting firm

Digital Content and Social Media Specialist | May 2012 – December 2016

Student Conservation Association

- Created, coordinated, and executed on social media, blog, and photo contest strategies for a national nonprofit with a 60-year history
- Established and implemented a unified, millennial-focused voice for print and online recruiting materials
- Collaborated with digital teams at federal agencies, such as the U.S. Department of Interior, and global brands such as American Express and American Eagle Outfitters
- Nationally coordinated staff, freelance, and volunteer content creators including bloggers and photographers
- Planned and executed on precisely-targeted ad campaigns for Facebook, Instagram, and Google
- Monitored and reported on analytics and user feedback to measure and maintain content effectiveness
- Established SCA's Instagram strategy and increased following by 1000% over 18 months

Strategy and Communications Fellow | August 2011 – May 2012

Public Lands Service Coalition

- Wrote press releases, talking points, promotional materials, and presentations using original research

Environmental Education and RiverSmart Schools Intern | June 2010 – July 2011

Student Conservation Association/AmeriCorps

- Provided guidance, education, and team building to 40 AmeriCorps work crews at sites across DC
- Planned and led environmental education training sessions for DC public school teachers and students

Substitute Teacher | September 2009 – May 2010

Syracuse City School District

- Led classrooms of up to 40 students; maintained positive relationships with colleagues across the district

Teaching Assistant | September 2008 – April 2009

French National Department of Education, Saint-Etienne, France

- Taught English using original lesson plans built around explorations of American culture

Education

University of Kansas | December 2007 | Bachelor of the Arts, American Studies