

# Joseph Thurston

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## Experience

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

Booz Allen Hamilton

- Write digital-first marketing content for a variety of platforms and on a variety of subjects including data science, machine intelligence, cybersecurity, and change management
- 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
- Design and author pages for company website using Adobe Experience Manager
- Contribute to the content marketing strategy of a century-old international consulting firm comprised of over 22,000 employees

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

Student Conservation Association

- Created and implemented social media strategy for a national nonprofit with a 60-year history
- Devised and coordinated the implementation of innovative blog and photo contest strategies
- Wrote, curated, edited, and published content for SCA's email list, Drupal-based website, and blog, including newsletters, donor appeals, and calls for volunteers
- Created and posted daily, engaging content for Facebook, Twitter, and Instagram
- Crafted, implemented, and adapted a new, 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
- Coordinated staff, freelance, and volunteer content creators—including bloggers, photographers, Snapchatters, and videographers—to provide a diverse array of high-quality digital content from across the country
- Crafted, executed, and monitored precisely-targeted ad campaigns for Google and Facebook to grow email list and increase online fundraising
- Reported, evaluated, and responded to analytics, user feedback, and overall usage trends to maintain high engagement levels, measure content effectiveness, and strategically adapt as necessary
- Used Adobe Photoshop to create graphics and edit photos for website and social media
- Established SCA's presence and strategy for Instagram 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
- Used Adobe Creative Suite to craft print and online graphics and promotional materials

### **RiverSmart Schools Intern** | January 2011 – July 2011

Student Conservation Association/AmeriCorps

- Devised long-term plans to utilize and maintain urban schoolyard habitat gardens
- Advised DC public school teachers on year-to-year maintenance for schoolyard native plant gardens
- Planned and led training sessions for teachers and educational events for students

### **Environmental Education Intern** | June 2010 – August 2010

Student Conservation Association/AmeriCorps

- Conducted environmental education and team-building activities
- Provided guidance to 40 remote work crews through email and daily site visits

**Substitute Teacher** | September 2009 – May 2010

Syracuse City School District

- Independently managed classrooms of up to 40 students
- Taught a wide array of subjects to a broad range of age groups
- Maintained positive relationships with colleagues and students at schools across the district

**Teaching Assistant** | September 2008 – April 2009

French National Department of Education, Saint-Etienne, France

- Taught English to French secondary school students
- Prepared and implemented original lesson plans built around explorations of American culture
- Maintained positive relationships with colleagues and students at several schools in a multilingual, multicultural environment

## Education

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

## Portfolio

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**Interview:** [“LEGO National Parks May Soon Be a Reality”](#)

- Noticed that National Park LEGO sets strongly resonated with SCA’s audience
- Conducted and published an interview with the creator of the National Park LEGO sets
- Received 5,355 Facebook likes, 1,192 shares, and brought 17,374 clicks to SCA’s website

**Facebook Graphic:** [“Happy Birthday John Muir”](#)

- Created a graphic to wish famed conservation pioneer John Muir a happy birthday
- Received 7,003 total likes and 1,127 total shares; reached 256,130 people

**Blog Post:** [“Buffalo Soldiers Bike 800 Miles to Yellowstone”](#)

- Identified, researched, and wrote on a brand-relevant topic that would strongly engage SCA’s audience
- Convinced the National Park Service to [share](#) the post on their Facebook page
- Received 7,537 likes and 2,559 shares; brought 7,913 clicks to SCA’s website

**Instagram:** [@the\\_sca](#)

- Revived a dormant Instagram account and established a strong new aesthetic
- Sourced photos from SCA’s nationwide network of college-aged conservation volunteers
- Increased followers by 1000% in 18 months

**Personal Website:** [www.josephthurston.com](http://www.josephthurston.com)

## References

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**Jamie Patten Cross**

Senior Director of Partner Marketing – Conservation International

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**Lori Robertson**

Director of Conservation – National Recreation and Park Association

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