



Josh Lieberthal

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Proficiencies: MS Office suite | HTML | CSS | iOS | Coda | Twitter | Photoshop | iLife | iWork

I am a strategic communication major with a passion for digital communication. My academics and extracurricular activities focus largely on digital and social media. I spend most of my time at the intersection of the humanities and technology.

COMMUNICATIONS EXPERIENCE

Knupp & Watson & Wallman Advertising Agency, Madison WI

Jr. Account Coordinator - KrunchThat!

December 2012 - present

- Manage a team of five campus ambassadors working to attain weekly goals for student interactions
- Act as liaison between ambassadors and account team at KW2
- Assisted agency in recruiting and interviewing campus ambassadors for the new client

Account Services Intern

Spring 2012

- Conducted research for RFPs and current clients
- Assisted in account process by creating and editing internal documents
- Managed agency Tumblr, Twitter and Facebook to populate website content
- Presented analytical findings and social strategy from Project 29 to the agency staff

Revelry Music and Arts Festival – Marketing Coordinator

December 2012 – present

- Recruit and coordinate marketing team responsible for branding, social media, message development, promotion and overall image of upcoming campus-wide Spring music festival
- Oversee development and implementation of integrated marketing communications plan with a \$5,000 budget

Advertising Week Social Club – Student contributor

January 2013 - present

- Write and publish monthly articles pertaining to students and/or trends in the industry

UW-Madison Advertising Club – Webmaster

January 2012 – present

Ginsburg Expeditions, Madison WI – Digital Strategist

August 2012 - present

- Designed, developed and launched online presence including website and social media outlets
- Ideate and produce all online content, marketing materials and brand collateral
- Organized and conducted two expeditions with a combined 136 passengers during first semester

Kohl's Department Stores, Milwaukee WI – Communications Intern

Summer 2012

- Evaluated tablet devices for company-wide use in the corporate infrastructure (4,000+ associates)
- Crafted a survey to gain comprehensive feedback on a storewide planning tool for store leadership
- Worked daily across departments in proof of concept development and project implementation

Center for Journalism Ethics 2012 Conference – Social Media Coordinator

Spring 2012

- Recruited team of eight social media-savvy students to live-Tweet and blog the national conference
- Coordinated details and scheduling for live event coverage
- Moderated social media coverage of conference via Twitter and CoveritLive

Project 29

February 2012

- Imagined and created an online digital time capsule to be open for submissions every four years
- Launched the time capsule on Leap Day (February 29) 2012 as a global social experiment
- Project garnered local news coverage in Madison and activity from 39 countries, resulting in over 11,000 page views

Apple, Inc., Madison WI – Campus Representative

January 2011 – December 2011

- Promoted and demonstrated Apple products to the Higher Education community (students, faculty, staff)
- Created and maintained relationships with the campus tech store, student groups, and faculty on campus
- Interacted with the Campus Rep program team in Cupertino, CA

CLASS RELATED EXPERIENCE

Capstone Course (J475) –Web/Interactive Associate

Spring 2013

- Collaborate in an agency setting to effectively market a line of licensed exercise equipment for Cirrus Fitness
- Execute key strategy deliverables as part of a larger creative team

Curb Magazine (J417) – Marketing Director

Fall 2012

- Managed overall operations and printing contract for a publication with a circulation of 10,000 regionally in Wisconsin
- Crafted strategic and business plan, including print and online advertising sales and fundraising initiatives
- Oversaw marketing representatives and manager of public relations

EDUCATION

University of Wisconsin-Madison; BA Journalism, Jewish Studies Certificate

Dean's List – Spring 2010, Fall 2010, Fall 2011

Expected graduation – May 2013

3.68 GPA

September 2009 – present