

JOSH LABLANC



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Atlanta, United States
30331

SKILLS

- Strategic Planning
- Business Development
- Project Management
- Operations Management
- Critical Thinking
- Motion and Final Cut Pro mastery
- Marketing strategy
- Critical content escalation
- Social media platforms
- Social media expert
- Company branding
- Campaign analysis
- Online marketing

EDUCATION

**American InterContinental
University**

Atlanta, GA 01/2009

Fashion Marketing and Design

PROFESSIONAL SUMMARY

An organized and creative professional with proven marketing skills and a desire to learn more. With 10+ years of experience working for a diverse group of organizations and clients. During this time, I've gained expertise in Social Media Marketing, Video Content Creation, and Web-based Advertising. Looking to utilize my existing skill set to amplify the company success at Pacific Living Properties.

WEBSITE, PORTFOLIO, PROFILES

- <https://www.bellavoromedia.com/myportfolio>
- <https://www.atlguardian.com>

ACCOMPLISHMENTS

- Developed a HUD supportive housing program for single mothers in Dekalb County.
- Received the Atlanta Good Samaritan Award 2012
- Achieved 96% success rate by introducing Data Tracking Software for the Atlanta Guardian program.

WORK HISTORY

Bellavoro Media - Content Creator/Startup Founder
Atlanta, GA 12/2017 - Current

- Negotiated terms of business partnerships to increase business base, solidify market presence and diversify offerings.
- Spearheaded matrix organizational plan with clear roles and responsibilities to enhance processes, maintain quality and enforce regulatory compliance.
- Produced original, creative content for promotional advertisements and marketing materials.

- Presented clients with unique options based on overall marketing objectives.
- Increased client's website and social media traffic 86% by creating dynamic graphics and pieces.
- Directed live broadcasts, films and recordings or non-broadcast programming for public entertainment or education.
- Chose client cover photography or artwork, selected fonts and arranged designs to attract target readership.

Sign Guy Advertising - Marketing Specialist

Atlanta, GA 08/2008 - Current

- Developed technical and non-technical marketing presentations, public relations campaigns, articles and newsletters.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Strengthened marketing programs to capture new business and take advantage of changing trends in client markets.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Analyzed demographic data to determine optimal targets, messaging and tactics for persuasion.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Scheduled shoots and set up filming by communicating with talent and crew.
- Managed and coordinated post-production video editing, motion graphics design, compositing and quality assurance reviewing.
- Oversaw creative development and filming of different types of video content.
- Managed capture and editing of video footage to monitor consistency.

Safehouse Outreach - Director of External Programs

Atlanta, GA 01/2019 - 11/2021

- Developed and promoted corporate brand, images and identity to media and public.
- Reviewed marketing materials and documents for brand accuracy and trending design.

- Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies.
- Oversaw social media presence and aligned posts to include branding and trending ideas.
- Identified issues, analyzed information and provided solutions to problems.
- Conducted research, gathered information from multiple sources and presented results.
- Prepared a variety of different written communications, reports and documents to ensure smooth operations.
- Fostered positive relationships with key business journalists in national and trade publications.

Rivermar Liquidations/ Cassa Properties/ Investa Services
- Director of Multi-Family Housing Development
Atlanta, GA 08/2015 - 01/2018

- Provided guidance and consultation to district managers to identify strategies to meet short and long-term business needs.
- Tracked and reported metrics to identify trends and establish goals to meet business needs.
- Enhanced team workflows and employee job satisfaction by coordinating communication between managers and employees.
- Supported market expansion initiatives while implementing process improvements to execute demand analysis and drive bottom-line growth.
- Elevated new business opportunities while implementing effective networking strategies.
- Collaborated with management team, technical crew along with fellow supervisors to organize efficient operations and achieve demanding schedule targets.

AFFILIATIONS

- Atlanta Apartment Association
- Take The TORCH
- Atlanta Continuum-of-Care

VOLUNTEER EXPERIENCE

- **Atlanta Dream Center:** Compassion night volunteer
- **Refuge Coffee Co:** Economic Empowerment - Annual Fundraiser Event MC