

JOSHUA LAST

CREATIVE • DEVELOPMENT • MEDIA

CONTACT

jjlast.com

SKILLS

High-level computer savvy: highly proficient in eCommerce, design, analytics, and networking

- eCommerce Platforms
- Branding & Design
- Video & Media
- Analytics & Reporting
- Ad Management
- Workflow Management
- Team Management
- Resource Allocation
- Budgeting
- Roadmapping
- Trend Forecasting
- Social Media Strategy
- Creative Direction
- Mobile Development
- Project Management
- Asset Management
- Systems & Process

EDUCATION

UNIVERSITY OF WISCONSIN-MILWAUKEE

Fine Arts curriculum with emphasis in Film Production

Courses included:

- Media Arts
- Film Studies
- Art Survey
- Media English
- Movies and Novels Studies
- Elements of Filmmaking
- Filmmaking/Video I & II
- Screenwriting I & II

EXPERIENCE

FREELANCE - HUNTINGTON BEACH, CA 2002-PRESENT

- Branding/Identity
- Photography
- Email Marketing
- UI/UX Design
- SEO/PPC/Analytics
- Art Direction
- Graphic/Web Design
- Copywriting & Social Media
- Print Production
- Video Production
- Project Management
- Image Editing/Retouching
- Business Development
- Workflow Consulting
- Mobile Development

RASTACLAT- LONG BEACH, CA 2016 - 2017

Digital Marketing Strategist | Marketing Manager

Manager of all Digital Marketing initiatives ranging from eCommerce, social media, email marketing, analytics, PPC, and third party revenue outlets. Campaign & project management, calendaring, UGC curation, and strategy to drive sales and customer engagement. Marketing department and SEM/PPC/Ad budget management. Design & Development for eCommerce: Magento and Wordpress. Brand development and cross channel consistency adhering to company branding.

BRANDED ONLINE - COSTA MESA, CA 2015

Creative Manager | Design & Photography Studio

Manager for eCommerce brand fulfillment company overseeing web designers, photographers, photo editors, studio coordinators, and outside vendors. Efficiency process development while aligning company for added growth and long-term solutions. Creative direction, execution, and resource allocation to meet deadlines for 15+ eCommerce clients. Client communications, and process creation using project management solutions.

SWELL MARKETING - HUNTINGTON BEACH, CA 2014-2015

Director of Web Design & Development | Project Manager

Director of digital agency department handling all design and development needs. Project manager for all aspects of website development for large corporate clients and smaller local businesses. Process direction and definition for all internal, external, and overseas resources. Client management, coordination, and direct point of contact on all projects. Creative workflow development based on efficiency and keeping projects within scope of budget.

QUIKSILVER/ROXY/DC SHOES - HUNTINGTON BEACH, CA 2007 - 2013

Global Pre-Media Manager

Manager of in-house agency modeled Photography and Color Department(s) for Central Marketing. Overseeing all digital in-house imagery for multiple global brands over various forms of print and digital based media. Developed print and eCommerce workflows to maximize efficiency, quality, and on staff resources. Project management of global B2B and B2C initiatives and liaison to IT dept.

PACIFIC SUNWEAR - ANAHEIM, CA 2002 - 2007

Photography Supervisor

Supervisor for all in-house product/lifestyle photography and post production for output to the web and in-store marketing needs. Project managed concepts to create new innovations in content delivery with strong customer focus to optimize conversion rates, user experience, and sales. Produced all product and marketing imagery on multiple brand websites.