

# Joshua Moorhead, MFA

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## Summary of Accomplishments

- ◆ Designed digital, print, and custom illustrated pieces for national and international organizations such as Cigna, Toyota, Volkswagen, Waldorf-Astoria, and Disney Parks.
- ◆ Worked with top universities on marketing campaigns and report designs, with clients including Princeton University, Washington College, Oxford University Press, the Institute of Global Law and Policy at Harvard University, and the Tuck School of Business at Dartmouth.
- ◆ A 16-year history of saving thousands of dollars for clients and in-house teams.
- ◆ Through a broad skillset and multi-disciplinary experience, performed responsibilities that usually require multiple staff or agency support to achieve.
- ◆ Software expertise includes Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat; Microsoft Office, Apple iWork, and Wrike.
- ◆ Proficient with WordPress, HTML, CSS, Adobe Premier, Canva, Figma, Hootsuite, Asana, Drupal, and Miro.

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## Employment History

**Freelance**, Lansdowne, PA

Graphic Design & Creative Strategy - 4/2024 to Present

- ◆ Design brand identity, print pieces, Wordpress websites, and custom illustrations for local and national clients.
- ◆ Implement creative strategies to offer long-term solutions for projects.
- ◆ Write engaging copy for websites, email newsletters, and social posts.
- ◆ Collaborate with clients to develop engaging messaging and visuals for audience interaction.

**CertainTeed**, Malvern, PA

Digital Content Strategist - 3/2023 to 4/2024

- ◆ Crafted website navigation strategy aligning user experience, product structure, and business objectives.
- ◆ Contributed insights for content migration during CertainTeed website relaunch.
- ◆ Enhanced vintage ad visuals for successful social media campaigns.
- ◆ Streamlined landing page content to improve conversion rates and shorten customer paths.
- ◆ Wrote and designed engaging digital ads promoting products and enhancing brand identity.

**William Penn School District, Lansdowne, PA**

Web Developer & Content Strategist - 7/2021 to 8/2022

- ◆ Developed brand guidelines for visual consistency across administration and twelve school buildings.
- ◆ Directed agency support to create a new mobile-first user experience for the district website while maintaining the existing site.
- ◆ Designed print and digital campaigns, including end-to-end video production.
- ◆ Researched and wrote cultural engagement content for social media.
- ◆ Increased social media following and engagement on all platforms through strategic posting and audience interaction.
- ◆ Achieved 5.6% audience growth on Facebook, 98.3% on Instagram, and 152% on Twitter. Overall engagement rose by 77.4% on Instagram and 495% on Twitter.

**International Fresh Produce Association (fka Produce Marketing Association), Newark, DE**

Graphic Designer - 9/2016 to 7/2020

- ◆ Art directed campaigns for membership ads, event registrations, trade show booths, and brand awareness initiatives.
- ◆ Ensured brand consistency in agency and contract support projects.
- ◆ Wrote and edited major project presentations for pitches to company leadership.
- ◆ Developed new show themes for global events from conception to implementation.
- ◆ Achieved cost savings of almost \$30,000 annually by internally designing Creative Solutions campaigns.

**Sterilox, Radnor, PA**

Freelance Art Director - 12/2013 to 9/2016

- ◆ Expanded refreshed branding on packaging, marketing materials, and tradeshow signage.
- ◆ Redesigned print and digital materials to update them while maintaining brand identity.
- ◆ Directed photo shoots to enhance existing image library.
- ◆ Collaborated with VP of Sales and Marketing to define brand objectives.

**Medialets, New York, NY**

Interactive Designer - 8/2011 to 5/2013

- ◆ Developed digital designs for renowned brands such as Robitussin, Sony Pictures, and Microsoft.
- ◆ Crafted storyboard presentation decks and initial animations for engaging experiences.
- ◆ Customized concepts to align with various mobile apps and advertisements.

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## Education

**Full Sail University**, Winter Park, FL  
MFA in Media Design

**Drexel University**, Philadelphia, PA  
BS in Digital Media  
Pennoni Honors College and the Westphal College of Media Arts & Design

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## Volunteer Work

**Lansdowne Borough Parks & Recreation Board**, Lansdowne, PA  
Board Member - 5/2024 to Present

- ◆ Establish and maintain the Parks & Recreation's reputation as the central source for information on local environmental concerns, public parks, community culture, and anything the community has to offer through Lansdowne's public spaces.
- ◆ Develop communications strategies to increase participation in community events.
- ◆ Coordinate recreation program development with multiple local entities including the Lansdowne Public Library, Boys and Girls Club, Spotlight Theater, and the Lansdowne Folk Club.

**Lansdowne Borough Technology Board**, Lansdowne, PA  
Board Member - 6/2024 to Present

- ◆ Advise local borough government in crafting future-focused technology policies.
- ◆ Expand government's accessibility knowledge to make public participation in more technologically secure and inclusive for all.
- ◆ Review and plan improvements for borough branding, social media strategy, and web presence to ensure consistency, transparency, and effective community outreach.

**Lansdowne Economic Development Corporation Marketing Committee**, Lansdowne, PA  
Committee Member - 5/2016 to 11/2018

- ◆ Strategized promotion the of Lansdowne borough as a destination for culture and opportunity.
- ◆ Reimagined the town's annual indoor art festival as a larger regional street fair with vendors from all creative disciplines.
- ◆ Rebuilt multiple websites to modern standards, while also improving social media strategy and brand consistency in print and digital.