

# Joshua Lawton

303.947.1952

www.joshualawton.com

## Summary

Digital storyteller leveraging the proper mode of media for the message to craft rich visuals with interesting copy to take an audience on a journey with over 10 years of experience conceptualizing, planning, executing and publishing engaging content across web-based and print platforms for a broad audience. Quick to learn new ways to get the job done, and done right. Rides a bicycle for lucidity, adventure and joy.

## Experience

### **Membership & E-commerce Manager, IMBA—2015-Current.**

Oversee the systems and processes for membership registration and renewals for International Mountain Bicycling Association using Drupal-based website, CiviCRM, email marketing, postal mail and social media platforms while managing a team of five. Manage e-commerce store, selling branded goods to generate revenue for IMBA's mission. Source vendors for products and help create original designs while evaluating sales and inventory. IMBA's 2015 membership growth was 21% generating \$1.4M in revenue and currently at over 16% growth for 2016.

### **Interactive Marketing & E-commerce Specialist, IMBA—2013–2015.**

Coordinate and create content for digital marketing platforms of International Mountain Bicycling Association using Drupal-based website, CiviCRM and multiple social media platforms. Increased follower counts and engagement through content creation and active participation with enthusiasts on [Facebook](#), [Twitter](#) and [Instagram](#). Increasing website traffic from social media 47 percent year to year.

### **Managing Partner/Owner, Consortium Productions—2010–Present.**

Produce images, video, audio and other multimedia for client websites, advertising materials, weddings, newspapers and other national editorial publications. Plan and manage content creation of portfolio websites for small businesses in addition to educating clients on web-based marketing and search engine optimization (SEO).

### **Staff Photojournalist, Boulder Camera—2004–2008**

Produced award winning daily work and long-term projects in still photography and web-based multimedia. Instilled the development, production and training of photography staff on creating multimedia and online video. Managed photography department staff and schedule during photo director's absence.

## Education

### **University of Denver**

Masters of Arts Degree 2010  
Digital Media Studies

**Denver, CO**

### **Metropolitan State College of Denver**

Bachelors Degree 2004  
Major – Journalism with Photojournalism emphasis  
Minor – Sociology

**Denver, CO**

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## Skills

- Proficient with Drupal, WordPress and other content management systems, social media management tools/platforms in addition to HTML and CSS competency
- Inspired to help others through strong leadership and effective teaching practices
- Thorough understanding of Google Analytics, AdWords, Facebook Insights, Twitter Analytics and other web metrics to help guide investments into social media marketing
- Fluent with creative software Adobe Photoshop, Lightroom, Premier and InDesign
- Database and CRM management experience for direct communication and marketing
- Adept researcher to guide strategic planning of projects
- Keys on efficiency by seeing the big picture and planning for steps four, five, and six when starting with one and two
- Thrive in fast moving and complex situations when multiple tasks are need to be prioritized and completed effectively
- Loves to learn new things and change tack when better information or platforms become available

## Activities and Interests

Motivated to get out there! An avid cyclist—on several types of bikes—and trail runner participating in multiple organized benefit events, races and teams for the fun and torture of it all. Revels being in the outdoors, yet I'm a tenacious media junkie. Constantly yearning to learn and analyze media production or user trends.



[LinkedIn](#)



[Instagram](#)

[Twitter](#)

## References

Available upon request