



JOSH HAYS

CREATIVE LEADER & CONTENT STRATEGIST

Storyteller with 17 year crafting data-driven content, leading successful creative teams, and implementing process to archive measurable results - elevating brand stories to engage target audiences.

The utility player to provide a deep well of media industry knowledge, foster collaboration, and build successful campaigns for your company.

CONTACT

Phone

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Portfolio

www.joshhays.com

LinkedIn

in/joshwehays

EDUCATION

Master of Fine Arts (MFA)

Film
Boston University

Bachelor of the Arts (BA)

Literature
Sarah Lawrence College

SKILLS

Professional

Project Management
Content Strategy
Marketing / Branding
Creative Team Leadership
Talent Development
Project Management
Visual Storytelling

Technical

Adobe Creative Suite
New / Social Media
Narrative Development
Production & Post-production
CMS & DAM Management
Social Marketing

EXPERIENCE

Waste Management

Houston, TX

Video Production Manager

2019 - 2023

- Managed the video center of excellence – building a content pipeline across business lines, elevating purpose-driven content to companywide channels sourcing vital, timely, and actionable stories to advance business objectives – delivered 52 videos in the first year
- Developed visual storytelling strategy, placing emphasis on sustainability and our people – \$1.2M reduction in redundant spend over two years
- Implemented industry-leading project management software across communications – increasing 360° storytelling opportunities – providing avenue for full lifecycle & cross-platform campaigns
- Partnered with content producer and stood up asset management infrastructure - reducing duplicative efforts & increasing efficacy

McDermott International

Houston, TX

Creative Production Manager

2018 - 2019

- Implemented unified workflow and process across the team – lowering 'rush' projects by 32%, and a 20% reduction in production time in 6 months
- Develop design systems for the company re-brand – placing emphasis on knowledgeable, approachable to meet client and department needs
- Standardized design for creative assets – building out a unified, searchable Content Management Systems, eliminating redundant work by the creative team, saving 15-hours per week

Cosmos Communications

New York City, NY

Marketing Project Manager

2017 - 2018

- Developed process to accurately manage color space of logos on the backend of the IMPgo SaaS – allowing for color accurate digital and print assets for our clients
- Led weekly huddles with the design and engineering teams – facilitating a 15% reduction in development time, elevating QC 25% in 3 months

Head of Photo and Video

2014 - 2018

- Built out line of business – generating \$150K in content creation services in the first year
- Oversaw the photography for a \$2M client – partnering with them to meet exacting color and layout requirements
- Maintained relationships with freelancers – regularly overseeing three crews simultaneously from pre-production through delivery of digital and print products