

JOSH SVOBODA

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Education

Northeastern University
Boston, MA — December 2019

BS in Marketing & Interactive Media
Cum Laude

Skills

Photoshop, Illustrator, InDesign,
After Effects, Lightroom,
Premiere Pro, Figma

Interests

Triathlons, aviation, city planning,
subways, tennis, Shiba Inus

Experience

Senior Designer, WHOOP
Boston, MA — January 2020 to Present

Concept and art direct brand and apparel photo shoots. Interface with external partners and oversee \$100k+ productions. Lead design for cross-channel integrated marketing campaigns across social, email, web, and paid media, resulting in 20% YoY growth. Partner with internal stakeholders to continually develop, design, and test new campaign creative that increases performance and improves efficiencies.

Account Management Intern, Deutsch
New York, NY — June to August 2019

Managed client communication with the ACUVUE® global team and created competitor reports to analyze the contact lens industry. Supported the New Business team in creating assets to be used throughout various competitive pitch materials. Identified weak points in current social strategy at ACUVUE® and proposed new strategies to appeal to younger generations.

Content Marketing Co-op, Sense
Cambridge, MA — January to June 2018

Analyzed weekly sales and marketing data to adjust, conceptualize, and launch new marketing campaigns aimed at reaching sales goals. Crafted new creative for social media and packaging materials. Redesigned and coded new about page for company website using Bootstrap and GitHub.

Creative Services Co-op, Boston Red Sox
Boston, MA — January to June 2017

Helped conceptualize a visual identity for the 2017 Red Sox social media assets. Designed posters, flyers, billboards, and various other assets around Fenway Park. Animated graphics for TV spots and Twitter posts. Conducted research for design sprints and coordinated with photo department to develop an art direction for photo day.