

Joshua C. Faber

Resume of education, experience, and skills

EDUCATION

BA Communications: public relations emphasis

Minor: Business Management

Brigham Young University - Provo

(Estimated Graduation Aug 2017)

WORK EXPERIENCE

Web Business/Digital Marketing Specialist

BetterBody Foods (Aug 2016 - Present)

- Worked with PR/Marketing agencies as well as with multiple third parties to organize the #BetterBodySteve campaign. (*in progress*)
- Initiated an affiliate network with ShareASale
- Discovered, researched, and assisted with integration *Amazon Multi-Channel Fulfillment* into e-commerce operations leading to a shipping cost reduction of 30%
- Much more in the works.

Customer Service Specialist

BetterBody Foods (June 2016 - August 2016)

- Resolved 35 customer complaints and questions daily by phone and email
- Compiled monthly complaint reports on *excel*

Internet Marketing and PR associate

BetterBody Foods (Sept 2015 - Aug 2016)

- Performed *SEO* Maintenance on company website. Increased website rank by 2.
- Built 15 custom blog posts for company blog averaging 400 readers per month and wrote 1 press release

Search Engine Optimization Engineer

Leadgenix (June 2014 - April 2015)

- Managed the *SEO* work for a portfolio of more than 40 clients
- Placed articles for clients on high ranking industry blogs and news sites
- Wrote industry blogs for the Leadgenix company website

Team Leader

Renewed Vitality (January 2013 – April 2013)

- Worked with a team to provide advertising consulting, and brand message advice

OTHER EXPERIENCE

Manager of Supplies/Zone Leader/District Leader/ Follow-Up Trainer

The LDS Philippines Baguio Mission

(February 2010 – February 2012)

- Reduced the supplies ordering process from an average time of 3+ months to under a week by transferring the ordering process from a manual, invoiced ordering process to online ordering
- Trained 180 technologically challenged Filipino missionaries on how to use the LDS online supply store. Created a power point presentation and a step-by-step instruction guide as part of the training
- Led a small team of missionaries to exceed the mission standards of excellence by 300%

SKILLS

Adobe Lightroom



Adobe InDesign



Photography



Microsoft Word



Microsoft Excel



SEO



Tagalog



CONTACT INFO

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