

Josephine Janavicius

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experience.

Mobile Medical Corporation

Marketing Communications Specialist - Present

- Manage public relations, brand exposure, develop and maintain communication strategy
- Assist with contract and marketing proposal writing, marketing campaigns, social media marketing development, and generating sales leads.
- Coordinate production of a variety of strategic and operational communications including feature articles, news releases, digital signage, website and intranet content, videos, social media distributions and updates, internal communications (intranet), and other print materials.
- Assist with copywriting and editing, publicity/news releases, advertising and marketing content, print and/or digital signage, web content and proof reading.
- Responsible for the strategy, execution and performance reporting on social media campaigns across multiple platforms.
- Responsible for budget management.
- Organize marketing events and materials for the events.

iSine

Digital Consultant - Present

- Create and monitor engaging e-mail marketing campaigns using MailChimp.
- Manage and update social media accounts.
- Monitor Google Analytics and create reports. Advise leadership team with digital marketing recommendations based on report results.

ALT Media Studios

Social Media Analyst - 2018

- Administer and assist in the creation of marketing content to use for client social media purposes and manage client social media platforms.
- Encourage search engine optimization approaches by recognizing keyword significance and how they integrate into content marketing strategies. Assist in link building campaigns in coordination with client SEO objectives.
- Deliver social media analysis and recommendations in coordination with client goals and standards.

Cavaliers Holdings LLC/Cleveland Monsters

Digital Producer 2016- 2017

Digital Seasonal 2015- 2016

- Covered and provided real-time social media updates from games, practices, and events. Maintained and managed Facebook, Twitter, Instagram, and Snapchat accounts for Cleveland Monsters hockey team.
- Developed and maintained of website content that supported and extended initiatives across the organization, while using analytics to optimize content type and publish schedule.
- Responsible for execution of creative and innovative digital campaigns, while ensuring all content was on brand, consistent in style, quality, and voice.
- Facilitated communication between Cleveland Monsters digital initiatives and overall Cavaliers organizational initiatives including working with the marketing department to support and develop cost effective digital advertising plans, reports, and strategies.

WISH-TV Channel 8 - Indianapolis

Videographer/Photographer 2014- 2015

Sports Intern 2014

- Shot, edited, and wrote highlights for high school football games on Friday nights. Highlights aired live on Channel 8 broadcasts and online.
- Logged sporting events, transcribed interviews, and other tasks to help create sportscast.

skills.

Digital & Social Strategy .

HTML/CSS knowledge.
Experience shooting video and still images with a variety of cameras including GoPro, Sony XD Cams, and Canon models.
Using multiple types of content management systems including Bootstrap, Drupal, Viewlift, and WordPress platforms.
Creating graphics as well as editing photos and videos using Adobe Suite.
Customer service using online and social media platforms.
Branded content creation, development, marketing, and optimization.

education.

Indiana University Class of 2015
Bachelor of Science - Kinesiology
Sport Communication Broadcast
Minors: Marketing, Sports
Marketing & Management,
Telecommunications

certifications

Advanced Google Analytics
Google Analytics for Beginners
Google Mobile Sites Certification
Google Web Designer Basics
Hoot Suite Social Media Marketing

honors.

2017 Cleveland Cavaliers
RevE Awards
Most Improved Digital Marketing
Team Member of the Year.

Created landing pages
“Monsters Playoff Central”
“Get Your Game Face On”
that were recognized as
American Hockey
League best practices.