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# JOSHUA ULMER | CONTENT DIRECTOR

Nashville, TN | +615-481-6326 | joshuaulmer@gmail.com

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## PROFILE

I thrive in one-on-one conversations, finding fulfillment in hearing people's stories and diving into meaningful discussions. I am unwavering in my commitment to truth in the face of adversity. I'm passionate about Christ, my faith, and the values of family. This passion extends to homeschooling, where I believe in nurturing & raising kids as well rounded individuals. Additionally, I am enthusiastic about fitness, promoting well-being both mentally and physically, this passion extends to fostering healthy lifestyles as well.

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## COMPETENCIES

- ✓ Intellectual Curiosity & Research Aptitude
- ✓ Interpersonal perception & connection
- ✓ Accountability Facilitation
- ✓ Strategic thinking
- ✓ Aesthetic Aptitude
- ✓ Canva
- ✓ Photography
  - Full time for 10+ years, skilled in natural light photography.
- ✓ Social Media
  - Content coordination and scheduling for IG, YT, FB, & Twitter. Basic scheduling using Lnk.bio & Metaverse.
- ✓ Video & Sound Editing
  - Basic skill set in clipping videos for social media clips.
  - Basic skill set in podcast recording using Garage Band.

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## PROFESSIONAL EXPERIENCE

### KJM

Digital Media Manager | Apr. 2022 - Dec. 2023

- Content Coordinator for a team of 4 main writers, 3 editors, a social media designer, and various 1-off writers.
  - Orchestrated collaborative idea sessions, steering podcast topics, social media videos, and conference trailers for Next Generation engagement.
  - Contributed to creative team meetings, focusing on social media engagement, article topics, and event planning.
  - Coordinated blog article ideas, aligning with authors for optimal content relevance.
  - Managed due dates for article submissions, facilitating seamless communication between authors and editors.
  - Oversaw website and blog uploads, curating appropriate visuals to accompany articles.
  - Utilized Canva for graphic creation, enhancing social media content for Instagram, Twitter, and Facebook
  - Employed social media planning platforms such as Lnk.bio and Metaverse for streamlined content management.
  - Conducted initial readings of articles, ensuring alignment with the organization's mission and beliefs.
  - Managed Instagram, Twitter, and Facebook accounts, ensuring consistent brand presence and engagement.
  - Coordinated website content, overseeing the publication of devotionals and articles, while meeting deadlines.
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## PROFESSIONAL EXPERIENCE

### Ulmer Studios

Owner | 2011 - 2021

- **Professional Photoshoots :**

- Overcame challenges in location selection, emphasizing creative strengths, resulting in a brand that resonated with specific clientele.
- Focused on attracting clients aligned with the brand's vision, ensuring a more targeted and engaged audience.

- **Creative Shoots for Major Brands :**

- Collaborated with recognized brand's such as Ugg Inc, Joybird Furniture, and Schmidt's Naturals through creative boards and briefs, ensuring alignment and successful execution of photoshoots.
- Maintained a strategic approach to brand alignment, resulting in sought-after collaborations and increased bookings.

- **Brand Awareness Through Organic Traffic :**

- Implemented targeted strategies using hashtags and curated editing styles to attract ideal clients.
- Measured success through increased follower counts, active engagement, and a rise in bookings from the desired clientele.

- **Blog Content Creation and Management :**

- Developed specific themes based on photoshoot content, creating consistency and resonance with the brand's target audience.
- Ensured quality and relevance in blog content, contributing to a well-curated brand image.

### ERLC

Project Coordinator Curriculum & Blog Development | 2008-2010

- Spearheaded collaborative ideation sessions for the development of a Christian curriculum and blog for teens and Next Generation leaders.
- Facilitated communication and coordination between the Vice President, authors, and a design agency, ensuring a smooth workflow.
- Managed email communications to keep ideas organized and ensure timely project progression.
- Successfully orchestrated the creation of the curriculum and blog, culminating in a transition to a Christian publishing company.
- Managed small budgets, optimizing resource allocation for effective project execution.
- Led the development and design of custom T-shirts, enhancing project assets.
- Coordinated website and blog uploads, ensuring seamless integration of content and visuals.

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## EDUCATION

Middle Tennessee State University

Bachelor of Science - Psychology & Multicultural Affairs

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## **JOSHUA ULMER | CONTENT DIRECTOR**

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### **PROFESSIONAL REFERENCES**

**Harold Harper**

**Senior Vice President and Chief of Staff - Family Research Council**

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**John Page**

**Senior Manager, Consumer Insights at Universal Destinations & Experiences**

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**Erik Reed**

**Lead Pastor - The Journey Church | President & Founder Knowing Jesus Ministries**

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