Joshua Davis

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Summary Profile

Strategic C-suite-level adviser and project manager, marketing and PR communicator, and multimedia creator with a passion for driving innovation, efficiency, collaboration, and quality in all aspects of work performance

— Key Qualifications —

- Deep portfolio of targeted, values-focused projects across multiple top-tier brands, industries, and audiences
- Skilled creator of integrated plans for media relations, thought leadership, social, web, events, and more
- Effective knowledge of workplace strategies for shaping strong organizational structures and project plans
- Quick comprehension and recommendation of action on emerging issues, initiatives, and complex concepts
- Expert content editor with sharp eye for strategy, accuracy, styles, ethics, and legal
- Expertise in creating content geared to data-driven engagement and performance in a range of mediums
- Competency in top PM, web, and media tools - Adobe, HTML/CSS, SEO, Mailchimp, Trello, social, and more
- Secure management of sensitive and/or confidential information amid shifting priorities and deadlines

Professional Experience

Institute for Policy Solutions (IPS) at Johns Hopkins University School of Nursing — Washington, DC

Sr. Communications & Marketing Strategist **September 2024-Current**

Advise, assist, and report to IPS executive director on design/execution of IPS communications and marketing (C&M) projects and initiatives. Collaborate with team to develop and sustain IPS brand visibility, evidence-based health policy messaging creation and delivery, live and virtual programming, contact lists, media/public relations, email marketing, and more. Accomplishments include:

- Developed high-achieving IPS Bridging Our Divide campaign and December 2025 launch event as part of 3-member team
- Led development and management of IPS social media operations, including launch of IPS Instagram and Bluesky channels
- Contribute a wide range of specialized editorial and technical expertise to advance core C&M and IPS projects
- Collaborate with School of Nursing communications and marketing and other departments to elevate IPS initiatives
- Directed development and implementation of IPS project management system for all IPS departments
- Served as key collaborator in establishing the health policy institute's inaugural 3-Year Strategic Plan

Duke University School of Nursing (DUSON) — Durham, NC

Executive Communications Strategist, Dean's Office **April 2023-September 2024**

Led development of internal and external messaging under two successive deans, including remarks, videos, publications, social media, events, websites, and more. Coordinated public relations and communications with School partners, including key influencers in health education, practice, science, and policy. Advanced ideas for projects directed by school leadership and faculty across a range of school departments, including academics, research, and development. Accomplishments include:

- Produced content to translate and promote dean- and faculty-authored research published in high-impact journals
- Conducted speechwriting and rehearsals for dean's remarks at DUSON and Johns Hopkins School of Nursing graduations
- Finalized publication of school's Spring/Summer 2023 Duke Nursing magazine and 2021-22 annual report
- Consulted faculty on proposals to advance development and approval of the School's new master's entry nursing program
- Designed and launched a new monthly DUSON newsletter targeted to engagement with school partners

Duke Health, Duke Raleigh Hospital — Raleigh, NC

Marketing, Communications, and Public Relations Specialist **January 2022-March 2023**

Cultivated strategic hospital communications in coordination with 30+ departments, keeping staff, patients, and community informed in direct collaboration with C-suite and Duke University Health System leaders. Applied creative and technical solutions using an array of platforms: social media, public and intranet websites, email, signage, storytelling, photography, video, and more. Led substantial amplification of hospital goals and values, messaging, operations, events, media relations, and crisis planning. Accomplishments include:

- Actively assumed lead onsite communications duties after just two weeks in response to manager's transition to new role
- Created and disseminated vital health and safety guidance during a peak period of the COVID-19 pandemic
- Onboarded new manager in June 2022; guided project development as one half of new two-member communications team
- Co-led development and launch of health system's Duke Health Now staff information intranet site

Freelance — Remote

Copywriter and Copy Editor **March 2020-Current**

Brand marketing content writer and provider of first-rate copyediting services across a range of industries, from retail to nonprofit. Clients: Wright Creative Agency; Digital Trends Media Group; BITE: Building Impact Through Eaters; career professional development. Accomplishments include:

- Proofreading, fact-checking marketing content for several top national brands, including Amazon, TRANE, and TIAA
- Produced content for PCMA business events site in consultation with U.S. major metro visitors bureaus

Cone Health, Greensboro Area Health Education Center — Greensboro, NC

Marketing Communications Specialist **May 2020-December 2021**

Led all promotional efforts for Greensboro AHEC (now Piedmont AHEC), a nonprofit providing continuing education, graduate medical education support, primary care practice support, and career pathway programs for healthcare professionals and students across an eight-county North Carolina service region. Drove content, development, and analytics for gahec.org, social media, and an array of initiatives and virtual/online educational events. Accomplishments include:

- Performed redesign of gahec.org website, leading to 59% decrease in bounce rate in first year
- Marketing efforts contributed to 22% increase in AHEC event participation in first year
- Increased Instagram followers from 240 to 1,000 in first year; launched organization's essential LinkedIn presence
- Activated only N.C. gateway partner promotions as part of NIH *All of Us* Research program precision health grant
- Coordinated with NC AHEC communications team on projects to identify best email marketing practices
- Guided 15 program leaders on most effective marketing practices for continuing education events

PACE Communications Marketing Agency — Greensboro, NC

Editor **July 2018-March 2020**

Interim Managing Editor, Walmart World Magazine **December 2017-July 2018**

Copy Editor **June 2014-July 2018**

Performed extensive fact-checking and cultivated knowledge of products, services, policies, and regulations for all clients, including Walmart and Verizon. Promoted to Editor after leading production of five issues of Walmart World Magazine over six months as Interim Managing Editor. Directed Walmart World Digital, guiding editorial strategy and CMS migrations. In 2019, led content production for Choice Hotels' SEO-driven Explore travel site. Accomplishments include:

- Wrote articles as copy editor for Walmart World magazine; served as Entertainment section editor starting in 2015
- Delivered six years of superb copyediting and quality control under a zero-error policy; earned PACE Spirit Award in 2018

Adplex, Inc. — Greensboro, NC

Ad Builder and Proofer **September 2012-April 2014**

Fulfilled proofing, data management, and design support to produce highly-versioned mail flyers for ad publisher. Proofing of product pricing versions (up to 100 per file) for Delhaize grocery clients ensured low operating costs.

Newspaper Copy Editor and Page Designer — Multiple Newspapers

Halifax Media Group - Jacksonville, NC; Kinston, NC; New Bern, NC **July 2010-August 2012**

Independent Tribune - Concord, NC **April 2007-May 2009**

Albany Herald - Albany, GA **April 2005-March 2007**

Lincoln Times-News - Lincolnton, NC **April 2003-March 2005**

Journalism roles focused on presenting engaging news and design in a range of operations. Extensive project management, customer service, writing, editing, photography, and story/market research.

Education

Questrom School of Business, Boston University – MBA Candidate **August 2027**

Elon University – B.A. Communications **May 2003**

- N.C. Student Legislature; SGA Treasurer; Elon Poll; Student News Editor; Political Science, Music, Theatre