

# Josh Woodyard

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## SUMMARY

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Marketing Director with 20+ years of experience driving brand growth, digital transformation, and multi-channel campaigns across telecom, hospitality, real estate, and technology. Proven ability to scale businesses, deliver measurable revenue growth, and lead high-performing creative and marketing teams. Unique blend of strategic leadership and hands-on expertise in design, web, video, and content production, enabling alignment between vision and execution.

## CORE EXPERTISE

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**Brand Leadership & Strategy** – Marketing direction, positioning, and go-to-market strategy development.

**Creative & Content Production** – Graphic design, photography, videography, and campaign storytelling.

**Digital Marketing & Web Development** – Website design, UX/UI, eCommerce platforms, and performance optimization.

**Multi-Channel Campaign Management** – Social media, SEO, paid media, print, and video integration.

**Data-Driven Marketing** – Analytics, ROI optimization, and AI-enhanced campaign strategies.

**Team Leadership & Collaboration** – Cross-functional team management, vendor relations, and budget oversight.

## EXPERIENCE

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### Aspen Fiber Networks

Aug 2024 - Present

#### Marketing Director

- Led a 5-person marketing team spanning design, digital, and content to deliver multi-channel campaigns that drove customer acquisition and retention.
- Directed the complete re brand and market repositioning of Aspen Fiber Networks, establishing a unified brand voice across digital, print, and sales channels.
- Built and executed data-driven, AI-enhanced digital campaigns that improved customer acquisition and conversions in competitive telecom markets.
- Partnered with sales, product, and technical teams to align go-to-market strategy with business development initiatives.
- Oversaw website redesigns, ensuring seamless user experience, responsive design, and back end optimization to support brand storytelling.
- Managed marketing operations and budgets, driving accountability and efficient execution across teams.

### RDM Inc. / Lupe Tortilla Restaurants

Jan. 2011 - Dec. 2023

#### Marketing Director / Graphic & Web Designer

- Supervised and mentored a 10-person cross-functional team (designers, social media specialists, vendors) to execute campaigns that grew the brand from 8 to 30 locations.
- Directed content strategy, photo shoots, and creative production; grew social media engagement by 30%.
- Designed and managed eCommerce platforms and company website, increasing online sales by 20%.
- Executed SEO, paid media, and analytics initiatives to maximize ROI.
- Collaborated with HR and operations to develop training materials, policies, and branded collateral.
- Oversaw a \$100K print budget and managed cross-functional teams for campaign execution.

### LeTourneau Technologies

Apr. 2009 - Dec. 2010

#### Marketing Coordinator / Graphic Designer / Web Developer

- Established a new marketing department from the ground up, creating workflows, campaign processes, and documentation.
- Led re brand and developed corporate website using PHP, HTML, CSS, and JavaScript to support company growth.
- Directed all aspects of trade show campaigns, including booth design, video, and promotional collateral.

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## **NewQuest Properties**

**Feb. 2007 - Mar. 2009**

*Senior Graphic & Web Designer*

- Led re brand and redesign of company website, improving lead generation and user experience.
- Produced marketing materials and property campaigns supporting 20+ brokers.
- Directed marketing campaigns for Houston Oaks Golf & Country Club.

## **Decision Quest**

**Nov. 2004 - Dec. 2006**

*Graphic / Web Designer*

- Produced high-impact trial graphics and presentations for major litigation cases including Enron, Microsoft, Samsung and Vioxx

## **Visual Media**

**Jan. 2001 - Oct. 2004**

*Production Manager / Graphic Designer*

- Managed client accounts and creative production for automotive advertising campaigns.

## **EDUCATION**

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### **The Art Institute of Houston**

*Bachelor of Science, Marketing*

### **Cypress Falls High School**

*High School Diploma*