

Joseph L. Lewis III

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PROFESSIONAL PROFILE

Versatile writer and content producer with expertise in expression through language. Seasoned business and media professional skilled in journalism, advertising/public relations, television production and creative enterprise. Demonstrated success at problem solving and building awareness. Distinct combination of entrepreneurial, nonprofit, and corporate experience. Expert with cross-functional projects and managing timelines, and budgets. Deep understanding of multi-platform communication and civic engagement. Dedicated to collaboration and building positive, solution-driven outcomes. Proficient in MS Office suite, Mailchimp, Hootsuite.

CLIENTS & BRANDS SERVED

- Energize Delaware
- August Wilson African American Cultural Center
- Giant Food Stores
- Mid Atlantic Arts
- L'Oréal Cosmetics
- PECO Energy
- Sustainable Pittsburgh
- Philadelphia Gas Works
- Philadelphia Laborers District Council
- WURD Radio

PROFESSIONAL HISTORY

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| Aloysius, Butler & Clark – Philadelphia, PA | B2B Copywriter | 2021 to Present |
| ▪ Serve as a freelance copywriter for full-service advertising agency | | |
| Community Marketing Concepts – Philadelphia, PA | Writer/Engagement Manager | 2019 to Present |
| ▪ Producer for marketing, public relations, and community engagement company | | |
| ▪ Social media management/writing, and coordinate engagement teams | | |
| Landesberg Design – Pittsburgh, PA | Copywriter | 2018 to Present |
| ▪ Create, produce, and write original advertising and branding concepts | | |
| August Wilson Center – Pittsburgh, PA | Festival Marketing Director | 2016 to 2021 |
| ▪ Developed national integrated marketing/branding plan for the Pittsburgh International Jazz Festival | | |
| ▪ Executed integrated marketing/branding plan for the Highmark Blues & Heritage Festival | | |
| ▪ Created advertising schedules across all channels of communication and branding, collateral art direction | | |
| ▪ Wrote and produced television/radio spots for festival advertising, supervised production of deliverables | | |
| Jazz Bridge Project, Inc. – Philadelphia, PA | Executive Director | 2020 to 2021 |
| ▪ Served as organizational leader, spokesperson, and advocate | | |
| ▪ Supported, worked with, and developed the board for nonprofit organization | | |
| ▪ Produced new organizational website and online jazz performance series | | |
| ▪ Provided fiscal and organizational management | | |
| ▪ Solicited major gifts, state grants, individual, corporate and foundation support | | |
| ▪ Enhanced organizational visibility and branding | | |
| Kelly Strayhorn Theater – Pittsburgh, PA | General Manager | 2017 to 2018 |
| ▪ Developed organizational branding, communications, and operational planning | | |
| ▪ Worked with Executive Director and staff to achieve strategic and financial objectives | | |
| ▪ Coordinated annual fund-raising events/galas, annual mailings, year-end donation letters | | |
| ▪ Produced seasonal program publications, managed staff, presentations, and operations | | |
| ▪ Negotiated contracts with vendors, executed annual insurance reports and managed facility rentals | | |
| ▪ Oversaw facility maintenance for organization's theater and performance studio | | |
| ▪ Established and managed strategic community partnerships | | |

- Pittsburgh Cultural Trust – Pittsburgh, PA** **Event & Festival Marketing Specialist** **2010 to 2016**
- Produced, coordinated, managed Pittsburgh JazzLive International Festival’s national strategic marketing campaign
 - Art direction for annual festival logo and collateral material deliverables
 - Spearheaded, managed, and implemented advertising strategy across all channels
 - Created and implemented multiple advertising/marketing plans to effectively sell tickets, build brand awareness and engage consumers for the Pittsburgh Cultural Trust’s multi-cultural event programming
- Mullen Advertising – Pittsburgh, PA** **Business Development** **2013 to 2014**
- Created a community engagement strategy targeted towards underserved communities for Highmark Blue Cross/Blue Shield and Allegheny Health Network
 - Established relationships with Walnut Capital, Pittsburgh Cultural Trust, and Allegheny County Port Authority, for new business development, and strategic marketing initiatives for the agency
 - Developed and launched **AD U**, an agency diversity and educational initiative targeted towards middle and high school students
- WQED Multimedia – Pittsburgh, PA** **Television Program Producer** **2009 to 2011**
- Developed, wrote, and produced “Science Mission 101,” an educational, competitive, reality television program targeted toward middle school students
 - Produced an advocacy video “Design Lives Here” for the Engineers’ Society of Western Pennsylvania
 - Provided ongoing direction to show host, scientific advisors, director, animator, photographers, graphic designers, web designer and editors for the show
 - Selected external creative vendors, supervised casting, presented, and pitched television concept,
 - Managed the post-production process
- Fourth and One Productions – Philadelphia, PA** **President & CEO** **2001 to 2009**
- Founded multimedia corporation that specialized in brand creation and engagement, television production, graphic, print, and web design, art direction and copywriting
 - Created, developed, executive produced award-winning animated children’s DVD, *The Adventures of Teddy P. Brains Journey into the Rainforest*
- Gene Davis Group – New York, NY** **Television Producer & Writer** **1991 to 2001**
- Served as freelance field producer, researcher, and writer for independent television production company
 - Organization produced programs that aired on PBS, A & E, Bravo, NBC-owned stations, and national syndication

EDUCATION

Duquesne University – Pittsburgh, PA **Bachelor of Arts: Journalism** **1987**

COMMUNITY INVOLVEMENT / PROFESSIONAL AFFILIATIONS /AWARDS

Related Volunteer Experience: Jazz Committee Member, Heinz History Center (2015-2017); Planning Committee Pittsburgh Humanities Festival (2015-2017); Advisory Board, Pittsburgh International Jazz Festival (2011-2020)

Professional Affiliations: Philadelphia Pen & Pencil board (past), Westmoreland Museum of American Art, lecturer for the African American Art in the 20th century film series. Curator/Founder Black Bottom Film Festival.

Science Mission 101 – 2010 Most Outstanding Children’s Television Program, Pennsylvania Association of Broadcasters; 2010 Emmy Nomination for Most Outstanding Educational Program, National Academy of Television Arts & Sciences.

Teddy P. Brains - 2007 Jury Award from the Black Harvest International Film & Television Festival; Black Creativity Honoree, Museum of Science and Industry Chicago; 3rd Place Award KidsFirst! Film Festival Best 2007.