

# Josh Millrod

630 Leonard St Apt 2  
Brooklyn, NY 11222  
(646) 812-8721  
[josh.millrod@gmail.com](mailto:josh.millrod@gmail.com)

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## WHY ME?

I've worked with everyone from Brooklyn hipsters running a music magazine out of their apartment to some of the world's biggest brands. I wear a lot of hats and can manage a project from brief to awards show. I can be a one-man band (if need be), but also have experience collaborating with people from a wide range of disciplines.

## EMPLOYMENT

Digital Strategist | Wieden+Kennedy | New York, NY/London, UK | April 2009 to Present  
Clients: Nokia, Old Spice, Nike, ESPN, ABC Entertainment

- Developed campaign and brand messaging strategies for social and paid media
- Worked with creative teams during creative development for campaigns with digital assets
- Researched digital communities to identify influencers and develop/execute outreach strategies
- Created brand and campaign-specific best practices guides for social media usage
- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness
- Helped build an internal tool for measuring and archiving activity on Twitter

Digital Strategist | thehappycorp global | New York, NY | May 2008 to April 2009  
Clients: Old Spice, MoMA, baby gooroo, DataMotion

- Wrote strategy briefs and oversaw their execution for branding campaigns
- Managed social media campaigns on major and niche social networks
- Conducted SEO campaigns including keyword research, copywriting, coding and linkbuilding
- Tracked site performance using GA and developed strategies to optimize user experience

Strategy Consultant and Blogger | Me | New York, NY | April 1984 to Present

- Currently write a monthly column on social media and SEO strategy for Search Engine Journal (one of Ad Age's Top 10 Marketing Blogs)
- Developed social media and SEO strategies for ImposeMagazine.com
- Conducted an online reputation management campaign for an entrepreneur using social media channels and owned properties
- Maintain personal SEO/social media experiments that attract thousands of visitors monthly

Marketing Manager | MPG Inc. | New York, NY | August 2007 – May 2008

- Optimized copy and code of company website which doubled backend conversions and raised homepage conversions from 40% to 60%.
- Increased overall profitability by over 400% between August and November

## EDUCATION

Dec 2006 | Bachelor of Music in Trumpet Performance and Certificate in Journalism  
Indiana University | Bloomington, IN