

# Joel Christian Ballezza | Digital Marketer, Storyteller & Runner

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## EDUCATION

M.C.D.M., Masters of Communication in Digital Media, University of Washington March 2007  
B.A., Bachelors of Arts in Liberal Studies, Magna Cum Laude, Purchase College May 2005

## EXPERIENCE

- Communications Manager** 2007 – Present  
Foundation for Early Learning, Seattle, WA
- Manage online and offline communication efforts for state-wide public foundation; author key messages, materials and tools
  - Author and manage \$10,000/month multi-site online marketing campaign; advise partners on social media marketing
  - Conduct technical assistance workshops and 1-on-1 trainings for regional early learning organizations and community coalitions
  - Design and manage multiple open-source websites with 30,000+/mo unique user traffic, 500% increase YOY
  - Provide speechwriting, strategic communications and media training services to senior staff and board
  - Presented at regional philanthropic and education-sector conferences including the 2009 Philanthropy NW Annual Conference, OSPI Starting Strong Conference, Putting the Pieces Together Conference, among others
  - Managed termination of underperforming software development contract; launched social network on alternative platform within 2 weeks for a 90% cost reduction; grew niche social network to over 2,000 members within 18 months
  - Hired and managed interns and communications contractors to support the Communications Department
  - Converted seasonal, paper-based newsletter to monthly graphical email publication for a 9,500+ subscription base and 2400% impression increase
- Communications Manager** 2006 – 2007  
A to Z Sports Inc., Seattle, WA
- Public Information Specialist** 2005 – 2006  
Center for Career Services, University of Washington, Seattle, WA
- Web Specialist – User Experience** 2005  
User Experience Design, I.B.M., White Plains, NY

## PRESENTATIONS / PUBLISHED WORK

Contributor, Seattle Post-Intelligencer “Running for Coffee” Blog 2010 – Present  
Presenter, “Leveraging Social Media”, Philanthropy NW Annual Conference 2009  
Presenter, “From Idea to Innovation”, Washington DECA 2008 Conference 2008  
Presenter, “Remote Project Management”, Biznik BizJam ‘08 Seattle Conference 2008  
Contributor, CNN.com / Campus Vibe 2006 – 2007  
Advisor/Contributor, Crisis Communications: A Case Study Approach (3<sup>rd</sup> Ed.) 2006

## TECHNICAL SKILLS & PROFICIENCIES

CSS, Drupal, HTML, JavaScript, MySQL, PHP, Plone, Adobe Creative Suite 4, Final Cut Pro, Microsoft Office 2010,  
RSS, Wordpress, XHTML, XML Social media marketing, various Web applications

## VOLUNTEER ACTIVITIES

- Commissioner, Seattle LGBT Commission
- Board Member, Powerful Schools
- Creative Writing Tutor, 826 Seattle
- “Big” Volunteer, Big Brother Big Sisters Association

## HONORS & AWARDS

Leadership Tomorrow Fellow, Seattle Chapter 2011 (Expected)  
Institute for a Democratic Future Fellow, Seattle 2007  
33<sup>rd</sup> Annual Purchase College Commencement Speaker, Purchase College 2005  
56<sup>th</sup> Student Conference on United States Affairs (SCUSA) Delegate, US Military Academy 2004