

# Joshua Horneck

Independent Consultant at Nusura

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## Summary

I have a background in marketing and communications with a focus on website development and digital marketing. I worked in public relations for the US Army for eight years before moving into the civilian communications sector. Throughout my military career, I trained extensively in crisis communication, social media crisis response, public information, and media engagement. I have involved myself in all aspects of public affairs programs both domestically and abroad. I now partner with organizations across the globe to prepare for crisis situations through realistic, simulated training exercises.

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## Experience

### **Independent Consultant at Nusura**

August 2017 - Present

- Assist in the development of crisis response planning initiatives
- Contribute to marketing and communications strategy through social media management and content development
- Support training exercises targeted at developing effective emergency management strategies of clients
- Conduct media monitoring operations to inform leadership of rising trends and themes in the digital communication landscape--specifically in response to real-world events.

### **Digital Marketing Specialist at Maranatha Baptist University**

August 2015 - August 2017 (2 years 1 month)

- Developed and executed marketing campaigns to drive conversions that lead to student enrollment using social media marketing, content creation, and conversion funnels.
- Led data-driven, conversion-based campaigns to guide all digital marketing efforts.
- Analyzed the performance of digital campaigns with analytics tools and created reports for university administration.
- Projected marketing trends and adapt marketing strategy to accommodate the fluid nature of the digital space, exploring new marketing mediums and improving traditional efforts.

### **Adjunct at Maranatha Baptist University**

March 2017 - June 2017 (4 months)

Taught an Online Marketing course that provided an overview of modern marketing tools, technologies, and strategies. Much emphasis was given to content marketing and its impact on connecting with potential customers throughout all steps of the purchase decision process.

## **Public Affairs Team Chief at Army National Guard**

October 2011 - October 2015 (4 years 1 month)

- Led team of soldiers to create original news stories, press releases, photography products, and other media for international release. My leadership role was primarily managing these tasks to achieve timely execution
- Trained extensively on mass-casualty event response and crisis communication
- Developed social media strategy for national military crisis response
- Liaised with civilian media on behalf of the US Army to contribute information about Soldier training events and other military initiatives
- Developed command strategy and briefed senior level leadership on effective media relations and public affairs strategy
- Mentored subject matter experts on talking points and general media etiquette in preparation for press conferences and broad interactions with civilian media organizations

## **Web Manager at Michigan National Guard**

October 2011 - July 2015 (3 years 10 months)

- Built custom WordPress site to fit the needs of an internationally recognized military organization.
- Managed all social media accounts for various departments within the organization across several platforms from account creation, editorial calendars, and engagement strategy.
- Composed and edited news and feature articles, press releases and SEO-optimized web copy for international distribution. Distilled excessive information into human-readable medium.
- Utilized the latest Adobe software to create compelling graphics for the web and social media campaigns.
- Liaised with civilian media to coordinate official press events with senior leadership of the Michigan National Guard
- Contributed to public affairs strategy planning at the highest levels of the organization

## **Public Affairs Professional at United States Army Reserve**

July 2007 - September 2011 (4 years 3 months)

- Coordinated with civilian media outlets for coverage of US military training events
- Created original print news content, press releases, photography, newsletters, and video products for public release.
- (Deployed in 2009-2010) Copy-edited translated Iraqi news articles for release to Pentagon officials.
- (Deployed in 2009-2010) Performed supervisory public affairs and administrative duties as noncommissioned officer in charge of section responsible for escort of international civilian media across the Iraq battle space.

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## **Education**

### **Liberty University**

Master of Science (M.S.), Marketing: Digital Media & Advertising, 2015 - 2018

### **Liberty University**

Bachelor of Science (B.S.), Interdisciplinary Studies, 2012 - 2014