

Joshua Morris

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SUMMARY

Communications professional with experience leading integrated communications, digital marketing, media relations, and brand strategy across corporate, nonprofit, and agency environments. Proven success developing multi-channel campaigns, using audience insights to inform strategy, and driving measurable digital growth, including 200% follower growth and 2,000% growth in impressions.

EXPERIENCE

Director of Communications | Potomac United Methodist Church | Potomac, MD March 2026 – Present

- Leads integrated internal and external communications strategy across social media, email, web, print, and video to strengthen member engagement and support church growth
- Manages and produces multi-channel content across Instagram, Facebook, YouTube, Mailchimp, Wix, and WordPress, delivering consistent communications to members and prospective audiences
- Develops brand identities, campaigns, and event communications in partnership with church leadership and community engagement teams to increase visibility and drive participation

Communications Coordinator (Part-time) | SecurCloud Consulting | Remote - USA June 2025 – Present

- Develops and executes integrated social media and communications campaigns across LinkedIn and X, increasing followers by 200% and impressions by 2,000%
- Analyzes audience behavior, digital performance, sales data, and competitive trends to optimize marketing strategy and inform management decisions
- Identifies and pitches media and brand opportunities to expand company visibility and strengthen market positioning

Integrated Communications Intern | GENYOUth | Remote - USA May 2024 – September 2024

- Developed and managed multi-channel social media content and monthly editorial calendars across Facebook, LinkedIn, and X, using Canva and Emplifi to increase audience engagement and optimize content performance
- Executed PR and media relations initiatives using Meltwater, including press release distribution, media monitoring, and an op-ed pitch, to expand brand visibility and support thought leadership
- Coordinated communications and media logistics with executive leadership, event partners, vendors, and production teams to ensure brand consistency across national conferences and youth initiatives

Communications Intern | CRYSP DC | Washington, D.C. January 2024 – May 2024

- Managed social media content and website updates, creating digital assets to strengthen brand visibility and audience engagement
- Developed partnership communications and presented outreach recommendations to senior leadership to expand community engagement

Communications Intern | Independence Pet Group | Remote - USA May 2023 – August 2023

- Developed a social media campaign for a new app launch, leveraging competitor and trend analysis to inform strategy and identify growth opportunities
- Pitched company initiatives to 100+ reporters and collaborated with leadership and brand partners to strengthen external communications and brand consistency

Communications Intern | Edelman Global Advisory | Washington D.C. June 2022 – August 2022

- Researched and synthesized sustainability and technology trends across EMENA, APAC, and India to deliver actionable regional insights to leadership and internal teams
- Drafted, edited, and presented strategic communications and research updates to support cross-functional projects and consistent internal messaging

EDUCATION

M.S. Strategic Communications | University of Maryland Global Campus | Graduating October 2026

B.A. Communication | University of Maryland | May 2024

SKILLS

Communications: Integrated Communications | Communications Strategy | Media Relations | Press Releases | Social Media Strategy | Content Strategy | Internal Communications | Brand Communications | Event Communications

Marketing & Analytics: Digital Marketing | Campaign Development | Audience Analysis | Competitive Research | Trend Analysis | Media Monitoring | Performance Reporting

Content & Creative: Content Creation | Copywriting | Blog Writing | Basic Video Editing | Presentation Development | Brand Identity

Platforms & Tools: Meltwater | Emplifi | Mailchimp | Canva | WordPress | Wix | LinkedIn | Instagram | Facebook | X | YouTube | Microsoft 365 | Google Workspace