


# JOSHUA M. RATTRAY

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 @GoneBackJrat  
JoshRatray.com

## Professional Summary

- \* 12 years of PR, communications & marketing experience in college athletics and marketing agencies
- \* 2 years of PR and marketing strategy and analytics for corporate brands
- \* 7 years of leadership experience overseeing students, interns and independent contractors
- \* Experience coordinating large events both within and outside of college athletics

## Corporate PR & Marketing Experience

### Matchbook Creative - Indianapolis, IN

Public Relations Director October 2017-Present

- \* Directed PR and social media marketing services for 17-person agency covering various industries.
- \* Created PR and social media strategies for national chocolate brand with \$1M annual marketing spend.
- \* Landed national media mentions for NASCAR client in ESPNW, The Undefeated and Huffington Post.
- \* Secured regional and trade publication media mentions for education and real estate clients.
- \* Directed Facebook, LinkedIn and influencer marketing initiatives that resulted in \$97,500 in sales during first month in the position.
- \* Wrote marketing blogs for agency website and ran agency social media, resulting in a 19% social engagement increase.

### LK Marketing Services - Indianapolis, IN

Marketing Campaign Copywriter May 2017-October 2017

- \* Copywriter and editor for 11-person design agency, working with global brands in finance, pharmaceuticals, higher education and technology.
- \* Developed social media strategies for state educational campaigns, driving additional traffic to online and print platforms.
- \* Enterprised and composed copy for web pages, infographics, case studies, collateral, Twitter and LinkedIn for global and regional clients.
- \* Established promotional processes via software and social media to grow company's recruiting and external promotion.

### Three Ships Media - Raleigh, NC

Content Production Manager/Editor October 2016-April 2017

- \* Established internal content management processes and workflows for startup internet marketing company specializing in SEO for organic search.
- \* Responsible for writing and editing web content for multiple national brands in the auto, finance and health care industries.
- \* Managed a 21% increase in content production across multiple clients, resulting in higher revenue and improvement in organic results.
- \* Onboarded and managed a remote 5-person freelance writing team.
- \* Demonstrated ability to turn web content into revenue by writing web content that drove \$50,000 in sales for a single client in less than a month.

## What Drives Me

### Volunteer Experience

#### Note In The Pocket

Raleigh, NC

Sept. 2016-Present

- \* Social media coverage and graphic design for documents and e-newsletters

#### School On Wheels

Indianapolis, IN

Aug. 2012-May 2013

- \* Tutored and mentored at-risk children after school once per week

### Family Life

Married in June 2016

Children: Kenna (Age 3)

Expecting November 2018

### Interests



## Education

### Butler University

Bachelor of Arts - Media Arts


Minors: Public Relations & Business Admin.

Graduated with Honors, May 2006

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## College Athletics Experience

### NC State University Athletics - Raleigh, NC

Director of Communications August 2013-July 2016

- \* Managed external communications strategy for nationally-ranked Men's Basketball program. Organized all local and national media efforts and served as liaison to television networks on a weekly basis.
- \* Landed regular successful media pitches to USA Today, ESPN, Sports Illustrated, Yahoo! and CBS Sports among other national and regional outlets.
- \* Made daily updates to web using CMS programs, resulting in web traffic ranking in the top 25 nationally (among 351 programs).
- \* Designed graphics and coordinated imagery with team of designers for departmental publications and online platforms.
- \* Operated and oversaw social media channels ranked in top 25 nationally in audience size. Increased program's Twitter audience by 57% over 19 months.
- \* Coordinated copy and social media efforts in an integrated department that set revenue school's revenue record in 2016 and ticket sales record in 2015.

### Butler University Athletics - Indianapolis, IN

Assistant Communications Director August 2009-August 2013

- \* Served as media contact during basketball team's NCAA Final Four appearances in 2010 and 2011, resulting in media exposure valued at \$1.2 billion.
- \* Served as primary contact and lead editor for athletics department website. Our website ranked second nationally in web traffic in our provider's network.
- \* Established department's first-ever online multimedia strategy, producing 331 videos during 2011-12 and 2012-13 years for all sports.
- \* Developed communications and marketing synergy, increasing apparel and photo sales and managing online auctions.
- \* Singularly coordinated media efforts when Brad Stevens left Butler to coach the Boston Celtics. It was the biggest story in all of sports that week.
- \* Created department's student internship program. Hired and oversaw workers at events and daily in the office.
- \* Secondary contact for department's social media channels. Implemented live blogs to enhance fan connectivity.
- \* Contributed to online and print branding portfolio across athletics and university platforms.

### Horizon League, Inc. - Indianapolis, IN (HorizonLeagueNetwork.tv)

Assistant Communications Director August 2008-August 2009

\*\*\* MORE INFORMATION AVAILABLE UPON REQUEST

## Entry Level

### Michigan State University Athletics East Lansing, MI

Full-Time Postgraduate Intern  
July 2007-July 2008

\* MORE INFORMATION AVAILABLE  
UPON REQUEST

### Cleveland State University Athletics Cleveland, OH

Full-Time Postgraduate Intern  
August 2006-June 2007

\* MORE INFORMATION AVAILABLE  
UPON REQUEST

## Relevant Skills

Office/Worker Oversight  
College Athletics Administration  
Event Management  
Client Relations  
Media Relations  
Marketing Strategy  
Copywriting  
Digital Marketing