


JOSHUA M. RATTRAY

15556 Memorial Way
Fishers, IN 46037

Cell: 919-605-2445
Email: JMRatray@gmail.com

 @GoneBackJrat
JoshRatray.com

Josh Rattray At A Glance

- * 13+ years of PR, communications & marketing experience (4 years at Power 5 schools)
- * Worked with 6 men's basketball teams that made the NCAA Tournament (4 Sweet 16s)
- * 8 years of leadership experience overseeing students, interns & independent contractors
- * Strategic thinker & self-starter who has held multiple positions that were newly-created

Communications & Marketing Experience

Ball State University Athletics - Muncie, IN

Communications, Marketing & Analytics Nov. 2018-Pres.

- * Hired by new athletic director Beth Goetz to revamp department's social media efforts and PR strategies.
- * Drove strategy and execution for single-day social philanthropic campaigns resulting in \$78,500 and 710 conversions.
- * Earned Ball State a mention in an ESPN.com article by MLB insider Jeff Passan.
- * Grew athletics social media growth 11% for Instagram, 5% for Facebook, 4% on Twitter.
- * Implemented new PR strategies and internal communication tools within athletics department.
- * Served as baseball and gymnastics contact, growing impressions by 120%, shares by 146% and engagement rate by 33%.

Matchbook Creative - Indianapolis, IN

Media Relations, Social Media, Analytics, Strategy May 2017-Nov. 2018

- * Directed PR and social media marketing services for 17-person agency working with global brands in finance, pharmaceuticals, foods, higher education and technology.
- * Created PR and social media strategies for national chocolate brand and built national sweepstakes product launch campaign.
- * Landed national media mentions for NASCAR client in ESPNW, The Undeclared and Huffington Post.
- * Secured regional and trade publication media mentions for education and real estate clients.
- * Developed social media strategies for state educational campaigns, resulting in 800+ people receiving a college degree.
- * Created 36 paid social media campaigns totaling \$7,731 in digital spend.
- * 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.

Three Ships Media - Raleigh, NC

SEO, Writing, Editing, Digital Marketing 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.
- * 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.
- * 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.

Education

Ball State University

Master's Business Administration

Expected Graduation: Dec. 2021

Butler University

Bachelor of Arts - Media Arts

Graduated with Honors, May 2006

Minors: Public Relations & Business Admin.

Hubspot Academy

Online Certification: Content Marketing

Rattray, Etc.

Brand Marketing Clients

Accenture

Synchrony Bank

Endangered Species Chocolate

CARCHEX

Ninja Zone

Kool Smiles

Service & Membership

Ball State, University Council

PRSA, Hoosier Chapter

HSE Sports, Operations

Butler, Academic Tech

Family Life

Married in June 2016


Children: Kenna (Born 2014)

Corbin (Born 2018)

JOSHUA M. RATTRAY

15556 Memorial Way
Fishers, IN 46037

Cell: 919-605-2445
Email: JMRatray@gmail.com

 @GoneBackJrat
JoshRatray.com

Communications & Marketing 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
Content Marketing
Client Relations
Media Relations
MarComm Strategy
Ad Copywriting
Digital Marketing/Media
SEO

NCAA Championships

Men's Basketball Final Four
2006, 2009-11, 2015

Women's Basketball Final Four
2005, 2007

Men's College World Series
2011

Women's Golf Championships
2014, 2015, 2016