

JOSHUA JAMES NOEL

VILLARREAL

Education

The University of Texas at Austin

Bachelor of Science in Advertising, May 2018

Work Experience

Nissan North America

Senior Social Media Specialist // 12/20 - 03/21

- Created the department's first "re-engagement program" to inform users of new vehicle launches who've previously expressed interest by leveraging reporting capabilities
- Participated in benchmarking with Darden Restaurants (Olive Garden, Longhorn Steakhouse, Cheddars) and AT&T Social Media departments
- Provided a monthly report of positive consumer feedback across eleven different models for both Nissan and INFINITI
- Presented a monthly report of outstanding social interactions to senior management
- Designed and created social media stickers to share with driver's when posting UGC (user generated content) of their new vehicles

Social Media Specialist // 10/19 - 12/20

- Provided community management via customer support to users for Nissan and INFINITI social media accounts spanning Facebook, Instagram, Twitter, and YouTube
- Increased brand perception via positive engagements, sending care packages (Surprise and Delight), and creating sales leads, all with the aim to increase our returning customer base and overall loyalty
- Crafted responses to Nissan spokespeople and brand partners (Tim Tebow, Charles Woodson, Baker Mayfield, Jonathan Bennett, Hot Wheels, Fender Premium Audio) as part of digital campaigns
- Maintained highest individual quality average in team history (97%)

Critical Case Specialist // 09/18 - 10/19

- Acted as a liaison on behalf of Nissan North America in coordinating out of warranty financial assistance requests from vehicle owners and servicing dealerships on a case by case basis
- Handled high risk cases that required immediate attention and expedited resolutions
- Engaged available resources to satisfy customer inquiries to ensure vehicle concerns were resolved within company and legal parameters
- Worked cross-functionally with DTS, IIR, Arbitration and the regional staff to strengthen brand value, restore customer loyalty, and resolve complex problems.
- Received "Power of One Award" for outstanding customer feedback

Triple 8 Management

Marketing Intern // 10/17 - 5/18

- Edited promotional video for Cracker Barrel and Scotty McCreery "Five More Minutes" campaign inviting viewers to send in home videos for a special edition of the music video
- Mixed vocals and composed audio in series of "Behind the Song" videos to promote Pat Greens "Dancehall Dreamin': A Tribute to Pat Green" compilation album
- Created tour posters, social media images, and video content for Pat Green, Whiskey Myers, The Cadillac Three, Eli Young Band, and Scotty McCreery
- Compiled weekly social media analytics reports for Scotty McCreery, Chase Rice, Whiskey Myers, and Pat Green to assess our social marketing efforts

Revelator Productions

Production Intern // 1/17 - 8/17

- Maintained accurate project reports throughout production process for diverse clients to produce TV and web videos
- Researched and compiled reports on potential clients and new business for Producers, Directors, and Project Coordinators
- Created budget summaries following shoots to report total expenses of miscellaneous purchases and potential reimbursements

Contact

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Skills

Microsoft Office Suite

Salesforce

Sprinklr

Google Analytics

Hootsuite

Khoros


Facebook Blueprint


Photoshop


Final Cut Pro 7/10

Indesign

Social

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