Joshua McGowan

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Professional Summary

Digital Marketing Master's graduate and U.S. Marine Corps veteran with a strong background in multimedia content creation, social media strategy, and analytics. Skilled in Adobe Creative Suite, Google Analytics, and content-driven brand storytelling. Known for delivering high-quality campaigns with precision, creativity, and accountability.

Skills

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| * Content Strategy Development | * Meta Ads / Facebook Business Suite | * HubSpot / Mailchimp |
| * Brand Storytelling | * Leadership & Team Coordination | * Social Media Strategy Development |
| * Google analytics | * KPI management | * Content Marketing Strategy |

Experience

August 2022-Current

**Multimedia Content Producer**

**(Freelance, Film Sets) | Orlando, Florida**

* Produced digital content—50 branded video and photo assets, contributing to consistent client content pipelines across social and web platforms
* Collaborated with creative teams and marketing leads to align media production with campaign goals, improving overall message clarity and consistency.
* Created content libraries that supported up to 3 months of scheduled social media posts for clients, streamlining workflow and increasing posting frequency by 40%.
* Optimized short-form video edits (under 60 sec) for Instagram Reels and TikTok, resulting in estimated viewer engagement boosts of 20–35%.
* Managed all phases of multimedia production, completing 90% of client projects on or ahead of schedule while adhering to strict brand and quality standards.
* Delivered event-based content with 24-hour turnaround time for fast-paced campaigns and live promotions.
* Designed visual content optimized for mobile platforms, contributing to up to 2x better performance in engagement over legacy video styles.
* Assisted with live event coverage, increasing day-of content impressions by an estimated 25% through real-time editing and delivery

November 2022-April 2023

**Security Supervisor**

**SITREP Security | LA, CA**

* Led a 7-person security team across rotating shifts, achieving a 100% incident response rate and improving patrol efficiency through shift scheduling audits.
* Developed SOP improvements that reduced security breach false alarms by ~15%, improving trust with clients and reducing overtime expenses.
* Logged and analyzed daily reports, contributing to improved decision-making by upper management regarding patrol assignments and resource allocation.
* Facilitated resolution of on-site conflicts or escalations without incident, maintaining a spotless disciplinary record and high client satisfaction.

July 2016-June 2020

**Team Leader (Seargent)**

**United States Marine Corps**

* Trained, mentored, and evaluated performance of a 12-person fire team, achieving a 98% task completion rate across readiness operations and field exercises.
* Organized and led 20+ tactical planning sessions and daily mission briefs, contributing to overall operational effectiveness with fewer mission errors and stronger communication.
* Developed structured SOP guides and delegated assignments, improving unit adaptability and cohesion under high-stress conditions.
* Awarded a Meritorious Mast for leadership performance—recognized for rapid adaptability and team morale under pressure.
* Conducted logistics management for transport and supply systems supporting 50+ personnel, skills now applied to campaign asset management and marketing project coordination.

Education

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| Master of Science (M.S.) - Digital Marketing  Full Sail University, Orlando | August 2025 |

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| Bachelor of Science (B.S.) - Film  Full Sail University, Orlando | March 2024 |

Certifications

* Google Analytics 4 Certification (June 2025)
* HubSpot Content Marketing Certification (June 2025)

Additional Information

Link To Website & Digital Portfolio: https://www.jtigerproductions.com/portrait-photography

LinkedIn: www.linkedin.com/in/joshuamcgowantgr