

# Joshua Ross Sharp

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## AREAS OF EXPERIENCE

- ADVERTISING
- BUZZ MARKETING
- CONTRACT NEGOTIATION
- DATA VISUALIZATION
- E-MAIL MARKETING
- GOOGLE ANALYTICS
- GOOGLE ADWORDS
- GRAPHIC DESIGN
- ONLINE ADVERTISING
- ONLINE FUNDRAISING
- PRINT ADVERTISING
- POLITICAL ANALYSIS
- PUBLIC RELATIONS
- RADIO ADVERTISING
- SOCIAL MEDIA (FACEBOOK, TWITTER, YOUTUBE)
- TECHNICAL SUPPORT
- TELEVISION ADVERTISING
- VIDEO PRODUCTION & LIGHTING
- VIDEO EDITING
- WEB VIDEOS
- WEBSITE DESIGN & DEVELOPMENT

## POLITICAL WORK EXPERIENCE

### **NJI NEW MEDIA** *House Republican Conference Visual Media Dept.* Washington, D.C.

- Provide visual media services for 241 Members of Congress on behalf of the Republican Conference 01/2011 – Present
- Assist with the production, lighting, recording, and editing of the weekly Republican address
- Produce, script and edit all web videos, including a 3D-animated data visualization video on the debt crisis
- Designed budget charts and infographics featured in Republicans' "Path to Prosperity" budget, in addition to graphics design for newsletters, handouts, logos, Twitter backgrounds, slideshow templates, and more
- Designed a custom template and graphics for a widely distributed PowerPoint presentation, "The Facts About Our Debt," which was used by Members of Congress in town hall events across the country
- Integrate PowerPoint slideshows and dynamic video content in Conference meetings and other events

### **THE STEVENS & SCHRIEFER GROUP** *Producer/Editor* Washington, D.C.

- Produced or co-produced television ads for 12 GOP political clients in high-profile, statewide races 07/2010 – 12/2010
- Produced, scripted and edited all web videos; produced and scripted radio advertising
- Clients included three gubernatorial campaigns, four U.S. Senate campaigns and five independent expenditures, including the National Republican Senatorial Committee and the Republican Governors Association
- Provided extensive image, video, and opposition research for use in campaign advertising
- Provided technical support for all employees and coordinated with IT support firm

### **STEVE POIZNER FOR GOVERNOR 2010** *Director of Online Media* Sacramento, CA

- Developed and executed online strategy and day-to-day messaging in coordination with senior staff 05/2009 – 06/2010
- Negotiated for, co-designed and supervised the development of two website redesigns on multiple platforms
- Co-designed and supervised the development of two microsites; produced and edited web videos
- Designed print advertisements, rally signs, website graphics, promotional materials; helped design logo
- Led online fundraising efforts and wrote finance email appeals; performed daily website maintenance
- Directed online advertising portfolio, designed image and Google text ads, and co-designed Flash ads

### **USC STUDENTS FOR MCCAIN** *Campus Campaign Manager* Los Angeles, CA

- Launched second-largest Students for McCain operation in California, recruiting 250 members 05/2008 – 11/2008
- Coordinated with national campaign and College Republicans statewide for events and GOTV

### **OFFICE OF MEMBER OF THE SCOTTISH PARLIAMENT DAVE THOMPSON** *Intern* Edinburgh, Scotland

- Wrote all speeches, press releases, policy statements, and briefing papers 02/2008 – 04/2008
- Supplied weekly questions toward Cabinet Secretaries; conducted two research projects

### **OFFICE OF U.S. REPRESENTATIVE DEVIN G. NUNES** *Intern* Washington, D.C.

- Drafted constituent correspondence, researched legislation and provided office support services 06/2007 – 08/2007
- Edited the Congressman's monthly newsletter, *Washington Report*

### **OFFICE OF CALIFORNIA STATE ASSEMBLYWOMAN NICOLE M. PARRA** *Intern* Hanford, CA

- Researched legislation, drafted legislative and casework correspondence 05/2006 – 08/2006
- Processed constituents' casework and provided office support services

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## EDUCATION

**UNIVERSITY OF SOUTHERN CALIFORNIA** *Annenberg School for Communication* Los Angeles, CA  
Bachelor of Arts in Communication, *cum laude* 08/2005 – 05/2009

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## TECHNICAL SKILLS

- Experienced in Apple Final Cut Pro, Motion, LiveType, Soundtrack Pro, Pages, Keynote, Compressor, Adobe Photoshop, Illustrator, Dreamweaver, Premiere, Microsoft Word, Excel, PowerPoint