

# Joshua Hoang

## CONTENT MARKETING MANAGER / CAMPAIGN STRATEGIST / CREATIVE OPERATIONS

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### SUMMARY

Content marketing and campaign strategist with 10+ years across campaign strategy, enterprise content programming, social media, partner management, and hands-on production. Owns content systems from planning and stakeholder alignment through publishing and quality control, pairing strategic leadership with the creative fluency to move work forward.

### CORE EXPERTISE

Content Marketing Strategy | Integrated Campaigns | Editorial Programming | Social Media Strategy | Creative Operations | Partner & Stakeholder Management | Multi-Brand Marketing | Content Calendars | Team & Vendor Leadership | Enterprise CMS Platforms | Hootsuite | Instagram, TikTok & YouTube

### EXPERIENCE

#### **Joshua Hoang Creative** | Content Marketing & Creative Strategy Consultant | 2014-Present

- Leads content marketing, campaign strategy, and end-to-end creative delivery for brands, artists, events, and organizations, translating business and audience goals into platform-ready content systems and rollout assets.
- Through Vargas Creative Engagement Agency, produced 50+ Show Up Strong assets across youth civic engagement, voter education, events, promotions, and giveaways; delivered 5-10 assets weekly at peak on same-day or next-day timelines for paid and organic distribution. Contributed to a campaign that VCE Agency reported generated millions of views.
- Embedded with TNS Diamonds to run Instagram, TikTok, and YouTube workflows spanning recurring-series concepts, same-day short-form production, long-form YouTube, Hootsuite publishing, and community management; supervised an overflow editor while retaining final quality control.
- Managed Tria channel operations, including scheduling and publishing, Stories, monthly event flyers and calendar posts, monthly shoots, weekly Sunday School coverage, menu-change materials, and private-event promotion; supported recurring sold-out events.

#### **Comcast / Xfinity** | Senior Specialist, Multicultural Editorial (Staffing-Agency Contract) | 2022-September 2023

- Owned the complete 24/7 monthly Black Experience programming schedule - approximately 700+ hours per month across films, series, and episodes - balancing licensing availability, partner needs, cultural moments, and editorial priorities.
- Managed Asian American Film & TV destinations and built customer-facing rows, verticals, and collections while coordinating approvals with content partners, multicultural programming teams, and internal stakeholders.
- Mapped program identifiers in internal databases, submitted programming packages through enterprise CMS platforms, and learned a second enterprise CMS platform during a transition.

#### **FCM Hospitality** | Marketing Content & Social Media Manager | June-September 2023

- Helped co-lead marketing after the Marketing Director departed, sharing department planning across social, graphic design, paid media, seasonal campaigns, and broader marketing decisions.
- Coordinated distinct content strategies and on-location production across approximately 10 restaurant, nightlife, and event brands, including Morgan's Pier, Parks on Tap, Craft Hall, Harper's Garden, and Rosy's Taco Bar.

#### **Bounteous** | Senior Content Creator (Contract) | December 2023-March 2024

- Developed Honeygrow concepts, social-playbook material, on-location food and lifestyle spec content, and creative decks; pitched original ideas within an agency-client workflow.
- Concurrently supported Wawa through an additional weekly agency retainer and structured corporate approval process, translating concepts into proposed social executions across two client assignments.

#### **UPenn Netter Center / Rebel Ventures** | Social Media Manager & Youth Mentor | 2018-2022

- Led mission-driven media for a youth-run healthy-food enterprise, producing marketing, fundraising, grant, contest, pitch, product-development, and commercial-kitchen content.
- Mentored a core 3-5 person high school student media team in photography, camera operation, video production, editing, storytelling, social media, and digital entrepreneurship; assigned roles and guided students toward independent creative work.

### EDUCATION

**B.S., Business Administration - Marketing** | Southern Connecticut State University | 2014