

Josh King

CHARLESTON, WV • joshkingwv@gmail.com • [linkedin.com/in/joshkingwv](https://www.linkedin.com/in/joshkingwv) • joshking.us

Hands-on marketing manager with 15+ years in brand, digital, and campaign work. Grew a regional fiber ISP from under 100 subscribers to nearly 2,000 through integrated campaigns across radio, TV, billboard, direct mail, social, and events. Pairs strong creative and content skills with web development and marketing automation.

Professional Experience

Marketing Manager / SecureNet Fiber • South Charleston, WV • 2021 – Present

- Built and run the marketing function for a growing fiber optic ISP, handling planning, creative, and day-to-day campaign execution.
- Led a full brand refresh, including logo, visual system, and messaging, to support regional expansion.
- Rebuilt and launched the company's new website (Next.js on Vercel), handling design, content, and development.
- Planned, bought, and ran integrated campaigns across radio, TV, billboard, direct mail, and events on a \$100K+ annual media budget, growing subscribers from under 100 to nearly 2,000.
- Launched two new service markets, running go-to-market campaigns covering community outreach, media, and sales enablement materials.
- Manage organic and paid social, growing from zero to 835+ followers and building community channels that drive leads and customer retention.
- Managed the GoGov Smart City app rollout with the City of South Charleston, coordinating stakeholders from kickoff through launch.

Marketing Associate / Little Caesars (franchise group) • Charleston, WV • 2020 – 2021

- Managed point-of-purchase marketing and campaign rollout across 9 franchise locations.
- Built weekly performance reports tracking key metrics across 8 stores to guide promotional decisions.
- Designed and launched the franchise group's corporate website, with real estate listings and online payments.

Legislative Associate & Web Developer (Contract) / MCWV, Inc. • Charleston, WV • 2011 – 2020

- Worked full time on contract for a trade association management firm, building association websites and handling events, IT systems, and executive support for several associations at once.
- Provided legislative research, bill tracking, and policy drafting for association clients, contributing to the passage of state-level legislation.

Principal / Adena Creative • South Charleston, WV • 2008 – 2019

- Built and ran a brand and web development studio with a small team serving nonprofits, trade associations, and small businesses, handling client acquisition, project scoping, invoicing, and vendor relationships.
- Served as a primary contractor for Mark Wolfe Design, a local design agency, providing web development and design support on client projects.
- Designed and deployed 100+ client websites across industries, managing full lifecycle from concept through launch.

Education

Bachelor of Arts / Marshall University • December 2025

Skills & Knowledge

Marketing / Brand strategy and identity, content marketing, social media management (organic & paid), email marketing, marketing automation, CRM and lead management, media buying, PR & communications, campaign planning and budgeting, community building, SEO, lead generation

Technical / Web development (HTML/CSS/JS), CMS platforms (WordPress, custom), ISP billing systems (Sonar)

Tools / Adobe Creative Suite, Microsoft Office, Google Workspace, HubSpot Marketing Hub, HubSpot CRM, Mailchimp, Salesforce, Google Analytics, WordPress, Sprout Social, Buffer, Canva, Meta Ads Manager

AI / Claude (including Claude Code and MCP tool integrations), AI-assisted content production, prompt design, workflow automation, ChatGPT, Google Gemini, Qwen and private models

Leadership / Campaign and project management, cross-functional collaboration, vendor and agency management, stakeholder communication

Projects

Hobart, Ohio / The OuterNet / Creator & Publisher • hobartohio.com

- Publish a weekly webcomic and a network of 20+ branded websites for fictional local institutions, grown entirely through organic content with no paid acquisition.

Norse By God / Platform Developer • norsebygod.com

- Built and maintain the platform for a grant-funded Marshall University digital humanities program, including an interactive mapping site for its manuscript collection.