

# Joseph Lendacky

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## EXPERIENCE

### Operations & Marketing Strategy Lead

Philadelphia Student Press Association

Philadelphia, PA

August 2025 – Present

- Direct the organization's internal operations by establishing streamlined workflows, setting project timelines, and ensuring the successful follow-through of initiatives from concept to completion
- Spearhead the creation and execution of PSPA's full branding suite, including visual identity, website design, and digital strategy to build a consistent and recognizable presence
- Develop and launch targeted marketing campaigns to increase PSPA's visibility and engagement across multiple university campuses by leveraging social media, email outreach, and event promotion

### Social Media & Content Manager

PBJ Productions

Philadelphia, PA

August 2025 – Present

- Manage PBJ's social media platforms end-to-end, including scheduling, posting, community engagement, and maintaining brand consistency across Instagram, TikTok, and YouTube
- Write engaging, brand-aligned copy for captions, campaigns, and promotional content to drive audience engagement
- Analyze platform analytics and audience insights to guide content strategy, improve performance, and optimize posting schedules
- Contribute to the development of the "PBJ Standard," implementing templates, NBC-inspired workflows, and communication protocols

### Digital Marketing Intern

Culxtured

Philadelphia, PA

September 2024 – February 2025

- Managed and updated the Culxtured website using Squarespace, ensuring consistent branding and up-to-date content
- Created and scheduled engaging content across social media platforms (Instagram, Threads, Facebook, TikTok) to enhance brand visibility and engagement
- Assisted in copywriting for social media posts, newsletters, and promotional materials, ensuring alignment with brand messaging and tone
- Collaborated on content strategy development to support the brand's mission of amplifying para-sports and inclusive culture

### Digital Marketing & Events Intern

Manayunk Development Corporation

Philadelphia, PA

September 2024 – January 2025

- Planned and executed fall/winter events, including Out & About in MNYK and MNYK's Tree Lighting, managing logistics and vendor outreach
- Managed Manayunk.com and contributed to the winter issue of the Manayunk Magazine, MNYK Blog, and MNYK Newsletter
- Supported press outreach and designed monthly newsletters using Constant Contact, enhancing district visibility and engagement
- Created and scheduled content for Facebook, Threads, Instagram, and TikTok, and managed ongoing social media campaigns and new content development

### Marketing & Social Media Intern

Pop Culture Planet

New York, NY

May 2024 – October 2024

- Strategized, scripted, produced, and edited social video content, achieving a 20% increase in followers across all social platforms
- Curated and scheduled over 150 posts monthly across all major social media platforms, resulting in a 30% boost in brand visibility
- Conducted social media audits and provided actionable insights to improve performance and drive ROI
- Produced 30+ pieces of multimedia content weekly, including graphics, Instagram stories, and animations

### Student Consultant

Cherry Consulting

Philadelphia, PA

September 2024 – May 2025

- Contributed to a student-led consulting firm focused on enhancing social media and marketing strategies to boost online presence and engagement
- Developed cohesive templates and designs for website pages, calendars, menus, and print advertisements
- Conducted consumer and market research to analyze trends, creating optimized content for client needs

### Student Library Advisory Board Member

Temple University

Philadelphia, PA

September 2024 – May 2025

- Advised on library services, policies, and resource development, ensuring alignment with student needs and university objectives
- Conducted user research, including focus groups, usability testing, and surveys, to improve library accessibility and student engagement

## PROJECTS

### Pop Culture Planet Social Strategy | [LINK](#)

Pop Culture Planet

Philadelphia, PA

May 2024

- Designed a comprehensive social media content layout, creating custom templates and visual frameworks to ensure brand consistency across platforms, while optimizing post formats to enhance engagement and audience interaction.

### LA 2028 Olympics Brand Identity & Vision | [LINK](#)

Personal Branding Initiative

Philadelphia, PA

December 2024

- Developed a comprehensive brand identity for a mock Los Angeles 2028 Olympics campaign, focusing on inclusivity, sustainability, and modern design. Designed the "Look of the Games", ensuring a cohesive visual experience across posters, pictograms, and marketing materials.

## SKILLS

- Proficient in Google Analytics, Salesforce, HubSpot, Mailchimp, Google Ads, Constant Contact
- Advanced in Canva, Adobe InDesign, Later Social, Sprout Social, Tableau, Microsoft Dynamics
- Advanced in Google Workspace, Microsoft Office 365, Meta, YouTube, Snapchat, Twitter, Slack and Zoom

## EDUCATION

Temple University, Fox School of Business, Philadelphia, PA

MS Digital Marketing, Current; BBA in Marketing, May 2025

Concentrations: Digital Marketing, Integrated Marketing, Social Media, Brand Strategy and Campaign Management