

Joseph Lendacky

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EXPERIENCE

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

- Assisted in planning and executing fall/winter events, including Out & About in MNYK and Manayunk'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

Student Consultant

Cherry Consulting

Philadelphia, PA

September 2024 – Present

- 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

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 Library Advisory Board Member

Temple University

Philadelphia, PA

September 2024- Present

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

American Marketing Association

Temple University American Marketing Association

Philadelphia, PA

July 2022 - Present

- Planned and coordinated both joint and solo events for outreach and fundraising
- Enhanced skills for future success and developed a personal brand
- Participated in bi-weekly meetings to expand knowledge of various marketing concepts

PROJECTS

TerraPass Marketing Strategy | [LINK](#)

TerraPass, LLC

Philadelphia, PA

April 2024 - May 2024

- Developed a comprehensive marketing strategy to enhance TerraPass's brand visibility, incorporating audience research and digital engagement tactics to promote carbon offset programs.

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

Pop Culture Planet

Philadelphia, PA

May 2024 - June 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

September 2024 - 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

Anticipated Fall 2025

Bachelors of Business Administration in Integrated Marketing

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

Drexel University, Lebow College of Business, Philadelphia, PA

Cumulative GPA 3.55

Bachelors of Business Administration in Digital Marketing

Concentrations: Digital Marketing, Corporate Communications, and Legal Studies