

Joseph Lendacky

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EXPERIENCE

Digital Marketing Assistant

Temple University Small Business Development Center (SBDC)

Philadelphia, PA

July 2026 – Present

- Support digital marketing initiatives through social media management, content creation, copywriting, and graphic design to promote SBDC programs, workshops, and events
- Develop marketing materials, promotional content, and digital communications to increase awareness and engagement among small business clients
- Conduct market research and analyze audience insights to support client marketing strategies and improve outreach

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 Lead

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
- Develop and maintain PBJ's website, creating and updating branded content, pages, and digital experiences to strengthen PBJ's online presence
- Create branded presentations, marketing decks, promotional materials, and other visual assets to support projects, partnerships, and communications
- Contribute to the development of the "PBJ Standard," implementing standardized templates, 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 website 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

PROJECTS

PSPA Journalism Summit Marketing & Design | [LINK](#)

Philadelphia Student Press Association

Philadelphia, PA

April 2026

- Developed the creative direction and visual identity for PSPA's inaugural Journalism Summit, creating social media, digital and print designs, website assets, advertisements, banners, flyers, and promotional materials.

Peacock "Biggest Month in Sports" Campaign Concept | [LINK](#)

Personal Branding Initiative

Philadelphia, PA

September 2025

- Designed a comprehensive cross-platform campaign for Peacock positioning February 2026 as "The Biggest Month in Sports," uniting the Winter Olympics, Super Bowl, and NBA All-Star Game under one cohesive brand identity through social media, digital, and activations.

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: Salesforce, HubSpot, Mailchimp, Airtable, Constant Contact, Adobe Photoshop, Illustrator, InDesign
- Advanced: Google Analytics, Canva, Google Ads, Later Social, Sprout Social, Monday, Tableau, Microsoft Dynamics
- Platforms: Google Workspace, Microsoft Office 365, Meta, YouTube, Snapchat, Twitter, Slack and Zoom

EDUCATION

Temple University, Fox School of Business, Philadelphia, PA

MS Digital Marketing, 2027; BBA in Marketing, May 2025

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