

JOE DAHLKE

DIGITAL CONTENT CREATOR



ABOUT

With over eight years of professional experience in brand management, audience development, digital marketing, and multimedia content creation, I've honed a diverse skill set in creating engaging graphics and videos.

I've led digital communications and crisis response for the State of Colorado during a global pandemic, and played a pivotal role in establishing a new national brand's digital presence. I create content that appeals to any given audience and can learn new skills quickly. I'm seeking a challenging role that will leverage my expertise while offering opportunities for continued professional growth and impact.

EDUCATION

B.A. JOURNALISM AND MASS COMMUNICATION MAY 2016

Arizona State University

Walter Cronkite School of Journalism
and Mass Communication

EXPERTISE

- Adobe Creative Suite including Photoshop and Premiere Pro
- Brand development
- Crisis communication
- Content creation
- Google Analytics
- Team leadership
- Microsoft Office
- Photography/Videography
- SEO strategies
- Social media management
- Storytelling
- Website management/WordPress

PERSONAL SKILLS

- Adaptability
- Attention to detail
- Collaboration & teamwork
- Flexibility
- Multitasking
- Organized
- Prioritizing
- Problem solving
- Time management
- Working independently/under pressure

WORK EXPERIENCE

SOCIAL MEDIA CONTENT CREATOR AND VIDEO EDITOR - ACCUWEATHER JULY 2023 - PRESENT

- Revolutionized AccuWeather's social media presence with redesigned graphic and video styles, directly contributing to 10 of the top 20 most-viewed videos since 2001 within the first two months.
- Regularly produce and edit diverse social media videos using Adobe Premiere Pro and After Effects, focusing on both short-form and long-form content.
- Achieved a leading position in audience engagement metrics, surpassing key competitors for the first time in company history in average interactions per post and total engagement on various platforms.
- Employ social analytics tools to refine video content strategies, successfully enhancing views and key performance indicators across multiple platforms.

SOCIAL MEDIA AND DISTRIBUTION PRODUCER - FOX WEATHER NOVEMBER 2021 - MAY 2023

- Enhanced brand awareness and voice as part of the audience development team, achieving 174% follower growth in 5 months through a custom social media graphics package and brand voice.
- Curated and edited stories specifically for social media platforms with correspondents, which resulted in double to triple the engagement compared to videos with traditional presentations.
- Created and maintained brand graphic and video style templates and guides in Photoshop, Premiere Pro, and Canva to ensure team-wide consistency.
- Executed social media campaigns to drive app downloads and web traffic, and optimized YouTube presence for improved views and SEO.

DIRECTOR OF DIGITAL STRATEGY/SOCIAL MEDIA - STATE OF COLORADO MAY 2019 - OCTOBER 2021

- Led digital communication and strategy for Colorado Governor Jared Polis and team before, during, and after COVID-19, boosting social media followers by 90% and engagement by 400% in the first year through a rebranded social media presence.
- Overhauled social media brand for Governor Polis, creating a consistent voice and visual identity across all platforms and increasing brand recognition and engagement.
- Created compelling videos and graphics to communicate policies, managed website updates, and launched Spanish-language pages to ensure information accessibility.

DIGITAL PRODUCER - KDVR/KWGN-TV JUNE 2016 - MAY 2019

- Spearheaded digital sports coverage and unique content creation for station websites and social media, leading to Denver TV's top social media engagement ranking in 2018.
- Developed a morning news digital strategy encompassing daily push alerts, livestreams, and engaging content, complemented by original graphics and templates for station social platforms.
- Wrote, recorded, and edited videos exclusively for digital platforms.