

# Joshua Pritzker

Marketing Director + Creative Strategist + Content Producer

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## Summary

Joshua Pritzker is a dynamic marketing professional with a fifteen-year history of driving revenue in multiple industries. He provides leadership, wisdom, and insights that extract the most from everybody who works with him. His background as a copywriter, designer, and video director lets his teams efficiently create beautiful and compelling content and collateral. Finally, his humble and good-natured demeanor encourages cross-team collaboration and builds company culture.

## Work Experience

### **Director of Marketing • Blip/Adkom • 2021 - Present**

Blip/Adkom is an advertising technology startup whose technology ties independent digital billboard owners into the third-largest network in the nation. My responsibilities include building brand awareness, driving B2B revenue, and growing our media network. My small team creates content and collateral that has helped us triple this revenue stream in just six months.

### **Vice President of Creative & Content • Zoom Media • 2015 - 2020**

Zoom Media runs a gym-based cable video network seen by 27 million health club members. I led a small team that was tasked to build a new brand and establish Zoom Media as an all-purpose marketing agency. My team consistently delivered top-quality work ahead of schedule and on a razor thin budget. I led the creation of an influencer-based content campaign which changed the face and direction of the brand. During my tenure we experienced steady revenue growth and I was awarded a promotion to Vice President after two and a half years.

### **Creative Services Manager • Banco Popular North America • 2006 - 2015**

I led the Creative Services team for a NASDAQ listed (BPOP), Fortune 500, and top 30 US financial institution. We produced video, web, print, billboards, and promotional products that were under budget, exceeded expectations, and delivered ahead of schedule. I took a large part in the rebranding of the organization to appeal to not just Hispanic customers.

### **Adjunct Professor • International Academy of Design and Technology • June 2006 - Dec 2008**

Taught seven quarters of animation and video classes to students who were working towards a BFA in New Media and Design. I was very skilled at connecting with my students and consistently scored above 95% on Student and Faculty Reviews.

## Education

### **MFA Experimental Animation • California Institute of the Arts (CalArts)**

I learned film theory, hand-drawn, stop-motion, and 3D animation principles from luminaries in the film industry at the often #1 ranked Animation school in the country. My thesis film played in over a dozen festivals across the world and won multiple awards.

### **BFA Fine Arts • University of Illinois at Urbana-Champaign**

My undergraduate work focused on figurative painting utilizing acrylics on large scale canvases. Upon graduation, the faculty elected me as the Outstanding Senior Painter in my class.