

Joshua Pritzker

Marketing Director | Creative Strategist | Content Producer

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Summary

Joshua Pritzker is a dynamic marketing professional with a twenty-year history of driving revenue in multiple industries. He provides leadership, wisdom, and insights that maximize productivity and collaboration within teams. With a background as a copywriter, UX designer, and video director, he excels at creating compelling content and collateral. Joshua's good-natured and humble demeanor fosters cross-team collaboration and builds positive company culture.

Work Experience

Marketing Consultant | OAAA | January 2023 - Present

OAAA is the voice of the \$8.5B out-of-home advertising industry. Responsible for brand building and implementing processes and systems to improve our ability to advance the OOH industry. Successfully planned, launched, and promoted the annual conference, surpassing revenue, attendance, and social media response goals.

Director of Marketing & Creative | Blip | 2021 - October 2022

Led the development of the Adkom brand for an ad tech startup connecting independent digital billboard owners into the nation's third-largest network. Created compelling content and collateral that contributed to a 10x increase in revenue within 18 months. Positioned the company favorably for another successful fundraising round.

Vice President of Creative & Content | Zoom Media | 2015 - 2020

Oversaw a small team tasked with building a new brand and establishing Zoom Media as a versatile marketing agency. Consistently delivered top-quality work ahead of schedule and within tight budgets. Contributed to steady revenue growth, leading to a promotion to Vice President within two and a half years.

Creative Services Manager | Banco Popular North America | 2006 - 2015

Led the Creative Services team for a top 30 US & NASDAQ-listed financial institution. Produced cost-effective video, web, print, billboards, and promotional products that exceeded expectations and were delivered ahead of schedule. Played a key role in the organization's rebranding efforts.

Adjunct Professor | International Academy of Design and Technology | 2006 - 2008

Taught animation and video classes to students pursuing a BFA in New Media and Design. Consistently received outstanding ratings above 95% in student and faculty reviews.

Education

Master of Fine Arts, Experimental Animation | California Institute of the Arts (CalArts) | 2001-2004

Bachelor of Fine Arts, Painting | University of Illinois at Urbana-Champaign | 1991-1995