

Joseph Davis

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SUMMARY

Dynamic and results-oriented social media and PR professional with a proven track record of driving engagement and brand sentiment across diverse and highly regulated industries with 15+ years of experience. Strategic leader adept at managing multiple social media accounts for national brands, spearheading employee advocacy programs, and navigating high-pressure scenarios including crisis management. Skilled in community management, influencer partnerships, and leveraging social media tools for maximum impact.

EXPERIENCE

Social Media Manager | H&R Block | Kansas City, MO | February 2018 - Present

- Strategizes and develops content for 24 social media accounts, spanning three lines of business: H&R Block (consumer tax), Block Advisors (small business taxes) and Spruce (mobile banking platform).
- Manages Block Talkers, an employee advocacy program that provides brand-approved messaging for social media. Led platform relocation in two months that increased membership from 6,000 associates to more than 70,000 members and provided enhanced features for local Facebook and Google Business pages.
- Ideates and executes social media activations to increase brand sentiment, including partnerships with influencers and other brands. Spearheaded a partnership with Sanctuary that reached more than 1.3 million impressions and generated over 21k link clicks.
- Engages with potential and current clients on social media channels, serving as the main marketing voice of H&R Block social while monitoring performance of content and the pulse of brand sentiment.
- Leads community management efforts during Tax Day activations, the biggest cultural moment of the year for the company. During Tax Day 2023, organic Twitter impressions exceeded 232k (up 270% YoY) and 3k likes (up 858% YoY).
- Leads social media crisis monitoring, reporting and strategy. Navigated and led the social media effort during the distribution of three COVID-19 stimulus checks in 2020-2021, during which H&R Block received unprecedented volume (17x normal volume compared to peak volume during tax season).
- Collaborates on strategy and provides quality assurance for the customer service organization for social media interactions.

Social Media and PR Coordinator | Kansas Speedway | Kansas City, KS | April 2016 - March 2017

- Created content and monitored social media accounts for the Speedway, including live-tweeting 30 NASCAR events.
- Created and distributed monthly email newsletters to a subscriber base of over 50,000 people. Wrote blogs, articles and page content for KansasSpeedway.com.
- Planned social media strategies, including partner integrations, for three NASCAR race weekends.
- Led and executed the redesign of the Kansas Speedway app.

Freelance Social Media Manager | Joe Davis Media | Lawrence and Kansas City | May 2009 - February 2018

- Managed digital media consulting services for various small businesses and startups. Services included social media management, news releases, blogs, website content and email marketing.
- Brands included: 23rd Street Brewery, Briggs Auto Group, College Basketball Experience and National Collegiate Basketball Hall of Fame, Hen House, Lawrence Freenet, Title Boxing Club and others.

SKILLS

Technical Skills: Khoros Care & Marketing, Netbase, Bit.ly, Dynamic Signal, Rallio, Meta Business Suite, Canvas, Link in Bio, Workfront

Professional Skills: Social Media Management, Community Management, Public Relations, Crisis Management, Copywriting, Analytics, Content Strategy, Content Creation, Activations

Social Media Platforms: Facebook, Instagram, Twitter/X, LinkedIn, TikTok, Reddit, Twitch

EDUCATION

B.G.S. Communications | University of Kansas | Lawrence, KS
