

Joshua Ross Sharp

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AREAS OF EXPERIENCE

- ADVERTISING (WRITING, DIRECTING, PRODUCING, EDITING)
- CREATIVE DEVELOPMENT
- DATA VISUALIZATION
- EARNED MEDIA
- EMAIL MARKETING
- GRAPHIC DESIGN
- ONLINE ADVERTISING
- ONLINE ANALYTICS
- PRINT ADVERTISING
- PUBLIC RELATIONS
- RADIO ADVERTISING
- SOCIAL MEDIA
- TECHNICAL SUPPORT
- TELEVISION ADVERTISING
- VIDEO EDITING
- WEB VIDEOS
- WEBSITE DESIGN & DEVELOPMENT

POLITICAL WORK EXPERIENCE

REPUBLICAN NATIONAL COMMITTEE *Creative Director*

Washington, D.C.

- Led the development of a creative team that produced over 175 ads during the 2012 cycle
- Developed the overarching strategy for all in-house advertising and met aggressive deadlines for ads
- Directly produced 150 ads and edited over 125 ads, produced voiceovers and mixed audio selections
- Personally designed over 65 graphics, including online display ads, infographics, print materials, mailers, newspaper ads, website designs, and branding for a variety of RNC products
- Increased RNC YouTube views by 750% compared to 2010 cycle (over 14 million views in 2011-2012)
- Added at least 75 million views in earned media from broadcast and cable news outlets
- Tracked polling and analytics to inform strategic decisions

10/2011 – Present

NJI MEDIA *House Republican Conference Visual Media Dept.*

Washington, D.C.

- Provided visual media services for 241 Members of Congress on behalf of the Republican Conference
- Assisted with the production, lighting, recording, and editing of the weekly Republican address
- Produced, scripted and edited all web videos, including a 3D-animated data visualization video on the debt
- Designed budget charts and infographics featured in Republicans' "Path to Prosperity" budget, in addition to graphics design for newsletters, handouts, logos, Twitter backgrounds, slideshow templates, and more
- Developed a custom template and graphics for a widely distributed PowerPoint presentation, "The Facts About Our Debt," which was used by Members of Congress in town hall events across the country
- Integrated PowerPoint slideshows and dynamic video content in Conference meetings and other events

01/2011 – 09/2011

THE STEVENS & SCHRIEFER GROUP *Producer/Editor*

Washington, D.C.

- Produced or co-produced television ads for 12 GOP political clients in high-profile, statewide races
- Scripted, produced and edited all web videos; scripted and produced radio advertising
- Clients included three gubernatorial campaigns, four U.S. Senate campaigns and five independent expenditures, including the National Republican Senatorial Committee and the Republican Governors Association
- Compiled extensive image, video, and opposition research for use in campaign advertising
- Provided technical support for all employees and coordinated with IT support firm

07/2010 – 12/2010

STEVE POIZNER FOR GOVERNOR 2010 *Director of Online Media*

Sacramento, CA

- Developed and executed online strategy and day-to-day messaging in coordination with senior staff
- Negotiated for, co-designed and supervised the development of two website redesigns on multiple platforms
- Produced and edited web videos; co-designed and supervised the development of two microsites
- Designed print advertisements, rally signs, website graphics, promotional materials; helped design logo
- Led online fundraising efforts and wrote finance email appeals; performed daily website maintenance
- Directed online advertising portfolio, designed image and Google text ads, and co-designed Flash ads

05/2009 – 06/2010

USC STUDENTS FOR MCCAIN *Campus Campaign Manager*

Los Angeles, CA

- Launched second-largest Students for McCain operation in California, recruiting 250 members
- Coordinated with national campaign and College Republicans statewide for events and GOTV

05/2008 – 11/2008

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA *Annenberg School for Communication*

Los Angeles, CA

Bachelor of Arts in Communication, *cum laude*

08/2005 – 05/2009

TECHNICAL SKILLS

- Frequent user of Apple Final Cut Pro 7, Final Cut Pro X, Adobe After Effects, and Adobe Photoshop for editing/design
- Also experienced with Apple Motion, Soundtrack Pro, Compressor, Adobe Illustrator, Premiere, Microsoft Word, Excel, PowerPoint