

Joshua Alexander Cross

joshuaalexandercross@gmail.com | 615.485.2881 | Nashville, TN



Profile

Joshua Cross is a leader in digital marketing technology and data-driven strategy. He has been integral in developing scalable, front-end digital marketing systems and backend automated architecture to retain and increase customer LTV, and increase companies' bottom-lines.

Education

Vanderbilt University Owen Graduate, Nashville, TN School of Management and Engineering

Full-Stack Engineer Certification

February 2021 - Present

Belmont University, Nashville, TN

Bachelor of Business Administration

Emphasis in Music Business / Audio Engineering

Graduated December 2018 | GPA 3.67

Industry Skills

HTML/CSS	Adobe Creative Cloud
Infusionsoft	Hubspot Enterprise
Wordpress	Google Analytics
Clickfunnels	ManyChat
SEO/SEM/CRO	Data Studio

Professional Experience

E.W. Inc. | Traffic and Funnels, LLC

OCT 2019 - NOV 2020

Digital Marketing Technologist/Project Manager/Digital Content Specialist

- Designed and built front-end digital marketing products, funnels, content, and backend system architecture
- Constructed E-commerce platforms, products, and billing automation
- Automated and integrated email marketing campaigns and customer fulfillment
- Designed membership and product portals through Kajabi
- Setup UTMs and website tracking
- Filmed, edited & designed winning ad creatives

Media Empathy, LLC

MAR 2019 - JAN 2020

Operations Manager/Digital Content Creator/Audio Engineer

- Produced and published over 800+ podcast episodes for multiple clients
- Visualized, delivered, and published multi-channel content across multiple streaming and social platforms
- Worked with clients and teams of copywriters and engineers to produce assets from ideation to publication
- Created membership portals and developed apps to systematize and enhance front-end customer experience

Volunteer & Internship Experience

- *NSAI* - Supported the Director of Content and Marketing with weekly podcasts, VLOGs, analytics and education.
- *Aloompa* - Data Analyst and technical support for mobile and web applications, and built weekly data reports
- *Young Entertainment Professionals (YEP)* - Ambassador of ops and content, supported live events, and podcasts
- *Music Business Association (MusicBiz 2017-2019)* - Production liaison and team lead, direct line between the volunteer staff, production team, VIPs/Speakers, and executive team.

Notable Achievements

- Assisted scaling front-end marketing products, \$30K/mo to \$1.5MM/mo, \$10MM total revenue, 40% Profit
- Produced winning ad creatives that helped generate over \$300K+ per month
- Systematized evergreen automated email sequences that generate over \$300K+ per month
- Developed the Trust Accelerator App and membership portal for podcast clients, *Media Empathy, LLC*
- Created and produced the first YEP Podcast, *Young Entertainment Professionals*
- 1st Place Award, Entrepreneurship Cluster, *DECA Collegiate International*

Links

Inbound Closer Product Page - <https://inboundcloser.com/in-bound-closer-accelerator1590164222918>

Inbound Closer Opt-in Page: <https://thesalesmentor.com>

Double Your Sales Challenge - <https://thesalesmentor.com/challenge-fb>

Inbound Closer Accelerator VSL - <https://trafficandfunnels.wistia.com/medias/sxczrh38c3>

Upsell VSL - <https://trafficandfunnels.wistia.com/medias/lj4waz4ezp>

Downsell VSL - <https://trafficandfunnels.wistia.com/medias/882lmx6nj8>

Thank you Confirmation -

<https://inboundcloser.com/ibc-accelerator-thank-you-confirmation1595257079783>

Godfather Offer (limited time promo video) - <https://trafficandfunnels.wistia.com/medias/ili3upp4c3>

Done For You Clients Package Checkout -

<https://inboundcloser.com/inbound-closer-done-for-you-clients-package-order-form-d1a>

Inbound Closer Advertisement (Promotion Story) -

<https://trafficandfunnels.wistia.com/medias/f6o66akcdv>

Inbound Closer Advertisement (boat) - <https://trafficandfunnels.wistia.com/medias/53zkae8ge8>