

# **Joe Derry**

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## **Professional Profile**

*A passion for helping people and organizations tell their stories. A capacity to work independently or coordinate with a team. A desire to develop brand styles and communication methods that generate action. I have a proficient understanding of how audiences receive messaging from my experience in volunteer, public, and private organizations.*

## **Education**

### **Bachelor of Arts in Journalism and Mass Communication, Certificate in Creative Writing**

The University of Iowa – December 2020

## **Professional Experience**

### **Communications Analyst**

Rochester Public Schools, June 2024 - Present

- Video and photo expert in the Communications Department
- Communications liaison for all schools (elementary, secondary, RPS online program, RPS computer/trades/nursing departments & schools)
  - Assisted in event coordination/planning, logo design, software training, etc.
- Coordinated rebranding efforts
- Produced videos for internal and external audiences

### **Communications Specialist**

Landus, December 2022 - June 2024

- Editor of both internal and external newsletters
  - Managed content, streamlined delivery, boosted open and click-through rates
- Lead copywriter on nearly all marketing, communications, and event projects
- Started three brand new bi-weekly and monthly series for website content
- Managed content on company blog: legislative series, employee spotlights, small business features
- Developed brand style guide to align all communication prongs
- Drafted applications for Retailer of the Year, **Rising Star of the Year**, and **Crop Advisor of the Year** \*Winners indicated in bold
- Managed intern program: tasks, schedules, questions, assignments, etc.

### **Account Assistant**

Wildfire Contact, May 2022 - November 2022 (Contract)

- Project-managed mailers for political campaigns
- Communicated with team members, campaigns, and departments to ensure mailers were sent out on time
- Transitioned old software into updated software for improved team transparency and efficiency
- Developed messaging for mailers based on clients' desired topics and issues

### **Account Associate**

Strategic Elements, January 2021 - September 2021

- Ghost wrote for mayors and commerce chambers on public policy topics
- Completed outreach to grass top officials and requested support on active policy. Built relationships and maintained connections with contacts that were valuable to client goals

## **Community Leadership**

### **Soccer Coach**

June 2024 - Present

Rochester FC U10 and U16; Minnesota Rush U9 - U15+ (Winter)

### **Rochester FC Team Photographer/Videographer**

May 2025 - Present