

JOSEPH BRECHT

COMMUNICATIONS SPECIALIST

CONTACT

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[JOEBRECHT.WIXSITE.COM/PORTFOLIO](https://joebrecht.wixsite.com/portfolio)

PROFILE

A diligent and driven communications professional with a passion for helping individuals and organizations engage productively with their stakeholders. Specializes in content strategy and creation for email, social and web-based media, in addition to using data to inform engagement and measure results.

PROGRAMS

- Google Suite
- Constant Contact, MailChimp
- Microsoft Office Suite
- Canva, Venngage
- Qualtrics, SurveyMonkey, Forms
- Adobe Acrobat, Premiere Pro, Photoshop
- Web design WordPress, Drupal, Wix

SKILLS

- Social media strategy
- Public relations
- Graphic design, writing and editing
- Social media monitoring and analytics
- Quantitative and qualitative research
- Project management, communication
- Website design, content management

EXPERIENCE

COMMUNICATIONS SPECIALIST

RUTGERS CENTER FOR STATE HEALTH POLICY

SEPT 2022 - PRESENT

- Created an editorial calendar and increased social media posting frequency from 0-1 posts to 5-7 posts weekly
- Drafted and shared content for social media, grew Twitter (X) following by 120%, LinkedIn by 2000%
- Improved email open rate (+9%) and click rate (+1%), removed nearly 1,500 invalid email contacts
- Served as project manager for website redevelopment, including creation of a new online publication catalog
 - Website content creation, migration, updates
 - Relationship management with vendor
 - Progress reporting and expense tracking
 - Validation of deliverables from vendor
- Developed a new CSHP newsletter, distributed to over 3,000 mailing list contacts, publishing quarterly in CY25
- Implemented CSHP's communications strategic plan
 - Developed new branding and communication guides
 - Used web and social analytics to track progress

COMMUNICATION INTERN

RUTGERS CENTER FOR STATE HEALTH POLICY

JAN 2022 - SEP 2022

- Created an editorial calendar and increased social media posting frequency
- Drafted and shared content for social media, growing number of followers

PUBLIC RELATIONS DIRECTOR

NEW JERSEY COMMUNICATION ASSOCIATION

MAY 2022 - MAY 2023 | AUG 2024 - AUG 2025

- Create a unique visual identity for the annual NJCA conference, including a font style and color scheme
- Develop and execute a multi-platform promotional campaign for the annual NJCA conference for web, social

EDUCATION

MASTER OF COMMUNICATION & MEDIA

RUTGERS UNIVERSITY - NEW BRUNSWICK | 2020 - 2022

GPA: 4.0

BACHELOR OF ARTS, POLITICAL COMMUNICATION

THE GEORGE WASHINGTON UNIVERSITY | 2016 - 2020

GPA: 3.96

ACHIEVEMENTS

RUTGERS SCHOOL OF COMMUNICATION & INFORMATION

THE ANGELA DIMARTINI SERVICE AWARD

MAY 2022

HOOTSUITE

PLATFORM CERTIFICATION

APRIL 2022