

JOSEPH BRECHT, MCM

COMMUNICATIONS PROFESSIONAL

WORK EXPERIENCE

RUTGERS CENTER FOR STATE HEALTH POLICY
NEW BRUNSWICK, NEW JERSEY

COMMUNICATIONS MANAGER | MAR 2025 - PRESENT

- Coordinate content and technical management of three web properties (CSHP, iPHD Project, Document Management System)
- Facilitate publication opportunities with external collaborators

COMMUNICATIONS SPECIALIST | SEP 2022 - FEB 2025

- 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
- Developed a new CSHP newsletter, distributed to over 2,000 mailing list contacts, publishing quarterly in CY26
- Implemented CSHP's 2022 communications strategic plan

COMMUNICATIONS INTERN | JAN 2022 - AUG 2022

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

RUTGERS SCHOOL OF COMMUNICATION & INFORMATION
NEW BRUNSWICK, NEW JERSEY

PROGRAM ASSISTANT | AUG 2021 - MAY 2022

Master of Communication & Media (MCM) Program

- Developed content for a new LinkedIn group for MCM students, alumni, and prospective employers
- Published a blog series chronicling my experience with a capstone project for the SC&I website and social media

OFFICE OF CONGRESSMAN LEONARD LANCE
WESTFIELD, NEW JERSEY

SUMMER INTERN | 2018

- Fielded phone calls from constituents and government agencies
- Responded to case work-related inquiries and maintained government and community-based contact lists
- Staffed a forum discussion the congressman led with small business leaders in Bridgewater, New Jersey

CONTACT

NEW JERSEY, UNITED STATES

[LINKEDIN.COM/IN/JOE-BRECHT-COMMS](https://www.linkedin.com/in/joe-brecht-comms)

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

EDUCATION

RUTGERS UNIVERSITY

MASTER OF COMMUNICATION & MEDIA
MAY 2022

THE GEORGE WASHINGTON UNIVERSITY

BACHELOR OF ARTS
POLITICAL COMMUNICATION
MAY 2020

PROFILE

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 strategy** and measure results.

SKILLS

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

PROGRAMS

- Google Suite, Analytics
- Microsoft Office Suite
- Canva, Adobe Acrobat, Photoshop
- Qualtrics, Constant Contact
- WordPress, Drupal, Wix