

Joshua Tu

Digital Marketing & Multimedia Specialist

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Creative and collaborative Digital Marketing & Multimedia Specialist with a strong foundation in digital marketing, content creation, and social media strategy. Thrive in fast-paced environments where creativity and strategy meet. Ready to bring creative energy and a strategic mindset to a dynamic digital marketing role.

EXPERIENCE **Digital Marketing Specialist** - KeploreAI • Santa Clara, CA • December 2025 - January 2026

Developed and executed high-impact copy for KeploreAI's website, email campaigns, social media, and demo video transcripts, resulting in a 20% increase in online engagement. Captured and edited footage for product demo videos, improving clarity and ease of use for both enterprise and individual customers. Managed digital marketing campaigns and post-production tasks.

Student-Media Production Specialist - Minot State University (MiSU) • Minot, ND •

August 2024 - May 2025

Spearheaded pre-production (scripting, scheduling) to streamline efficiency. Captured primary footage and B-roll, elevating visual storytelling and video quality for marketing and university communication projects. Edited content using Final Cut Pro for MiSU's social media (Facebook, Instagram, X/Twitter, YouTube), boosting view count by 100%.

Social Media Manager & Board Member - MiSU Student-Athlete Advisory Committee (MiSU SAAC) • Minot, ND • February 2022 - May 2025

Streamlined communication between the athletic department and 17 sports teams, cutting scheduling conflicts and miscommunication by 25%. Produced engaging digital content for SAAC events, including an intermission video for MiSU's BESPYs. Developed, filmed, and edited short-form videos for Instagram and Twitter, achieving a 300% increase in likes and a 600% surge in engagement.

Music Producer • Santa Clara, CA • January 2017 - Present

Produce, mix, and edit electronic dance songs using Apple's Logic Pro digital audio workstation (DAW). Collaborate with musicians, producers, and vocalists to write new music for different genres, including Indie Pop, Electronica, Hip Hop, Trap, and Dubstep. Promote music aligned with social media trends across platforms such as YouTube, Instagram, and Discord.

EXPERTISE

Digital Marketing & Content: Videography, Video Production, Long-form and Short-form Video Editing, Digital Content Creation, Photography, Basic Graphic Design, Media Management, Market Research and Analysis, Music Production

Soft Skills: Trend Tracking, Closed Captioning, Writing Skills, Storytelling, Communication Skills, Organizational Skills, Project Management, Collaboration, Team Leadership

Software: Apple iWork, Logic Pro, Final Cut Pro, Motion, Microsoft Office 365, Teams, Visio, Visual Studio Code, Google Workspace, Colab, Analytics, AI Tools (Gemini, Perplexity, Whisper), Canva, Jupyter Notebook with Python Libraries

Other: Python, C++, Advanced Mandarin Proficiency, Golf (NCAA DII with Minot State Golf)

EDUCATION

Bachelor of Science - Marketing & Management, Magna Cum Laude
Minor in Data Science

Minot State University • Minot, ND • August 2020 - May 2025 • GPA 3.87/4.0

HONORS & AWARDS

Looyenga Leadership Development Program Recognition - May 2025

Minot State University College of Business Academic Showcase, 3rd Place - May 2025

Northern Sun Intercollegiate Conference Myles Brand Award - January 2025

National College Athlete Honor Society Chi Alpha Sigma Member - March 2023

President's Honor Roll - 8 semesters between 2020 and 2025