

Joshua Forkell

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EDUCATION

University of Colorado Boulder

Graduated May 2026

BS Business Administration & Marketing | BA Japanese | Awarded with Distinction

Cumulative GPA: 3.8 | Magna cum laude, PepsiCo S.M.I.L.E Scholar, University of Colorado Esteemed Norlin Scholar

EXPERIENCE

Canvas Credit Union, Banking Services | Lone Tree, CO

July 2021 – May 2026

Marketing Coordinator

- Led end-to-end management of an organization-wide platform migration, coordinating cross-functionally to deliver a new survey system, achieving a 70% average completion rate and significant reduction in drop-off.
- Directed merchandise and retailing strategy for an internal employee apparel store, curating inventory selection and tracking SKU performance to optimize a \$10,000+ annual spend and realize \$3,000 in cost savings.
- Built annual performance dashboards in Excel using Power Query, synthesizing merchandise inventory, apparel order data, and social media metrics into spend efficiency and engagement reports for senior leadership.
- Directed cross-channel digital communications across social platforms using Hootsuite, maintaining brand voice consistency and launching a new TikTok presence focused on financial education and brand awareness.
- Contributed to annual summer brand activation program across 4 Colorado communities, supporting the brand manager in translating campaign themes around financial wellness into consumer-facing pop-up experiences at local art festivals to drive brand awareness and retail foot traffic.
- Managed digital presence across web and search platforms (Google Business, Apple Business Manager), improving SEO performance by 6% with timely content accuracy updates and user accessibility audits.
- Collaborated cross-functionally with the PMO team as an Asana-certified workflow specialist, contributing to project development and schedule adjustments across marketing initiatives to maintain delivery timelines.

Pronoia Group, B2B HR Consulting | Chiyoda City, Tokyo, Japan

June 2025 – August 2025

Digital Marketing Intern

- Designed AI workflows with N8N to improve CRM and lead capturing capability through marketing automation.
- Managed end-to-end development of two bilingual websites for global audiences in English and Japanese, implementing cohesive brand guidelines to deliver a finished product within a strict 8-week timeline.
- Fast-tracked Framer adoption and led peer training initiatives, serving as the team's primary resource for platform onboarding, assistance, strategy, and execution.

SKILLS

- **Technical:** N8N AI Automation, Zapier AI, Adobe Suite (Photoshop, Lightroom, Illustrator), Asana Project Management Platform, Framer Website Designer, Meta Business Suite, Google Analytics, Syndicated Consumer Research (MRI, Mintel, Kantar), Microsoft Office, ChatGPT, Google Gemini, AI Prompting.
- **Certifications:** Hootsuite Social Media Management, Asana Workflow Specialist, Tableau Desktop Foundations
- **Languages:** English (Native), Japanese (Conversational)

ACTIVITIES

2025 Leeds Marketing Case Competition – ORIJEN Pet Food | Boulder, CO

April 2025

Competitor | Team lead Consumer analyst and Co-creative specialist

- Pitched a strategic marketing campaign “Fuel them for...” to elevate ORIJEN Pet Food's brand awareness and market positioning as a premier outdoor focused pet food brand.
- Conducted syndicated consumer research using MRI Simmons, Mintel, and Vivix to build data-driven consumer personas, informing the campaign targeting strategy.
- Designed mock creative campaign assets and advertisements using Adobe Illustrator and Photoshop.

CET Osaka Summer 2026 – Japanese Language Immersion | Osaka, Japan

June 2026 – August 2026

- Completed an intensive Japanese language immersion program at Osaka Gakuin University (OGU), developing conversational fluency through daily coursework and direct engagement with native speakers in professional and social contexts.