

Josiah R. Hunt

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Work Experience

StudioPlus Software LLC, St. Paul

CEO

August 2019 – Present

- Directed a team of marketing professionals to design and execute successful marketing campaigns with year over year growth in a shrinking market.
- Championed KPI's, productivity software, and clear team expectations to frequently manage multiple diverse projects with tight deadlines.
- Directed strategic planning and annual objectives, while using clearly communicated company KPI's to execute those objectives.
- Built and ran an executive team to delegate management and run day to day operations of the organization, investing in its members to help them be the best they could be.
- Cultivated strong long-lasting relationships with key partners and key customers larger than 100 employees.
- Oversaw financial operations, including budgetary processes, and ensured that sound financial controls were in place to come within budget.
- Championed culture by organizing events such as workshops and team-building activities to promote a positive and inclusive work environment.
- Designed and implemented StudioPlus Crisis Management Plan.
- In charge of company morale and productivity, by supporting employee crises, needs, and conflicts, both internal and external.
- Designed, wrote, and led team meetings, company all hands meetings, board meetings, and presented at StudioPlus Customer Summit with diverse teams and backgrounds.

Director of Marketing

September 2013 – August 2019

- Implemented proper business practices, software, and marketing strategies of all mediums across hundreds of photography studios.
- Oversaw development of new organization website and social media marketing strategy.
- Managed large organization accounts and large enterprise prospects, including international trips to Mexico.
- Led a team as we developed a new comprehensive marketing and sales strategy.
- Developed and evaluated marketing content across LinkedIn, Emails, Text Messages, and Call Marketing to increase brand awareness, boost sales, and generate leads for the company.

Leadership and Culture Experience

Cafesjian's Carousel - Executive Board – (Cafesjian's Carousel is located on Como Zoo grounds)

August 2023 – Present

- Provided marketing/business counsel to the general manager, including advice based on my knowledge of the Twin Cities, media outlets, and local institutions (cultural and not!).
- Helped liaison with Como Zoo to further mutual interests.

Life365 - Executive Board

Sept 2021 – Present

- Provided leadership and counsel to a large photography studio chain.

First Baptist Church - Church Board

Sept 2017 – Sept 2020

- Counseled decisions and took actions that directly engaged diverse communities, underserved audiences, and impoverished people groups.

Bethel Business and Economics Association - Marketing Director

September 2011 – December 2012

- Counseled decisions that directly impacted the Bethel Business Department.
- Provided leadership to the Marketing Emphasis of the Bethel Business Department.
- Developed curriculum for the BBEA 2011-2012 Year.

Volunteer/Zoo Experience

Como Zoo – Big Cats Interpretive Volunteer

Oct 2023 – Present

- Assist Interpretive Staff with misc. tasks.
- Teach/communicate with guests about how awesome big cats are!

Como Zoo – Aquatics Commissary Assistant

July 2022 – Oct 2023

- Prepared diets, cleaned kitchens, and got to know the animals!
- Immersed myself in day-to-day operations of Aquatics Zoo-Keepers.
- Assisted Zoo-Keepers in Misc Tasks when needed.

Education Experience

C12 Christian Executive Business Coaching and Training

2019 – Present

- Kept up to date on modern business practices through a rigorous, interactive curriculum.
- Counseled other business leaders on policies and business ideas on successful StudioPlus ventures
- Soaked knowledge and good ideas from top business leaders in the Twin Cities.

Bethel University, St. Paul, MN

Bachelor of Arts: Business - Marketing

Graduation Date: December 2012