



Josh Cloud

VISUAL DESIGNER & MARKETER

I'm a visual designer with award-winning 3D, digital, and video experience that specializes in creating bold, original content. I strive to craft compelling and impactful visuals and stories that leave a lasting impression.

AT A GLANCE

EXPERIENCE
13+ YEARS

MARKET
35+ CLIENTS

LOCATION
CENTRAL PENNSYLVANIA

OPERATING SYSTEM
MAC OS

SKILLED IN

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE AFTER EFFECTS
- ADOBE MEDIA ENCODER
- ADOBE LIGHTROOM
- ADOBE WORKFRONT
- INSYDIUM X-PARTICLES
- LUXION KEYSHOT
- MAXON CINEMA 4D
- MAXON REDSHIFT
- MAXON RED GIANT
- MICROSOFT OFFICE
- OXYGEN BUILDER

STRENGTHS

DESIGN	BRANDING
CREATIVE DIRECTION	
ANIMATION	TEACHING
MARKETING STRATEGY	
SOCIAL MEDIA	3D
DIGITAL MARKETING	
MOTION	LEADERSHIP

WORK EXPERIENCE

DESIGNER Apr 2019 – Present
The GIANT Company - Carlisle, PA

- Developed and produced digital media content tailored to meet KPIs and surpass benchmarks.
- Applied digital media best practices for optimal engagement, reach, and conversion.
- Led Tier 1 creative development on major digital media campaigns and initiatives.
- Produced digital-first paid & organic content on social media including Meta, YouTube, and TikTok.
- Worked hand-in-hand with external vendors and agencies to produce high-impact content.
- Led concept & execution of full 360 campaigns such as GIANT's 100th anniversary.
- Mentored team members to support their professional growth and development.

CO-FOUNDER & CREATIVE DIRECTOR Jan 2009 – Present
Gurnade - Austin, TX (Remote)

- Founded Gurnade to meet the demand for the automotive sector's specialized creative needs.
- Managed digital renderings, 3D mock-ups, and sponsorship proposals for top automotive brands.
- Collaborated with clients to deliver compelling visual content aligned with customer needs.
- Led the build development, partnership, and marketing of SEMA concept vehicles.

MANAGER OF MARKETING & DIGITAL STRATEGIES June 2017 - Apr 2019
Summit Health, Chambersburg Hospital - Chambersburg, PA

- Led design & construction of full 360 traditional & digital marketing campaigns.
- Spearheaded the initiation of digital marketing efforts through diverse digital media channels.
- Managed design and web team, ensuring timely project completion and workflow efficiency.
- Actively participated in the Employee Engagement Committee to foster a positive workplace.
- Completed 6-week Lean course on waste reduction and continuous improvement.

MARKETING & PUBLIC RELATIONS COORDINATOR Mar 2015 - June 2017
Summit Health, Chambersburg Hospital - Chambersburg, PA

- Crafted traditional and digital media to grow patient volume and meet financial goals.
- Supported public relations campaigns to promote favorable perceptions of the organization.
- Collaborated with leadership to align messaging with organizational objectives and vision.

ADJUNCT PROFESSOR July 2013 - Aug 2016
Mount St. Mary's University - Emmitsburg, MD

- Taught a special topics course in digital photography through storytelling and art making.
- Facilitated hands-on learning with practical assignments and personalized feedback.
- Designed comprehensive lessons about camera operation, composition, and post-processing.

EDUCATION

OHIO STATE UNIVERSITY | COLUMBUS, OH Sept 2009 – May 2011
Master of Fine Arts with Distinction (3.87 GPA)
Graduate Teaching Assistantship: Digital Photography

PENN STATE UNIVERSITY | UNIVERSITY PARK, PA Aug 2004 – May 2009
Bachelor of Fine Arts (3.77 GPA)
Bachelor of Science in Art Education (3.77 GPA)

