

# Joseph Novy

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## TECHNICAL SKILLS

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**Marketing & Analytics:** Google Analytics 4, Google Search Console, Meta Business Suite, LinkedIn Analytics, YouTube Analytics, Hootsuite, SEO

**Automation & CRM:** Microsoft Power Automate, CRM (HighLevel, others), email marketing workflows, lead capture systems

**Design & Media:** Adobe CC (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Figma, Blender, Videography, Canva

**Web:** HTML5, CSS, PHP-based CMS, GitHub

## EDUCATION

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**Michigan State University**, College of Communication Arts and Sciences | East Lansing, MI

*Bachelor of Arts, Games and Interactive Media* / GPA: 3.8/4.0

May 2025

*Minor: Graphic Design*

## RELATED EXPERIENCE

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**STACK Cybersecurity** | Livonia, MI

*Marketing & Automation Specialist*

July 2025 – April 2026

- Served as primary liaison to external marketing agency, collaborating on campaign strategy, reviewing deliverables, and implementing optimizations across web and digital channels
- Improved average Google search rankings from ~35 to ~7 for competitive cybersecurity keywords through SEO-focused page development and optimization in a PHP-based environment
- Built internal automation systems in Microsoft Power Automate, including a content approval workflow, automated content calendar, and cross-team request intake process that reduced manual coordination between departments
- Connected intake forms to CRM platforms and email marketing campaigns to support lead generation, building workflows that handled prospects from first touch through campaign enrollment
- Trained, tested, and implemented an AI-powered website chatbot through our CRM platform, refining the knowledge base and response logic to improve accuracy and align with brand voice
- Created video content and visual assets for marketing campaigns, trade events, and sales team materials
- Tracked performance across social channels using Meta Business Suite, LinkedIn, and YouTube analytics, along with Google Analytics 4 and Google Search Console for web traffic, using findings to inform strategy adjustments

**Michigan State University** | East Lansing, MI

*Videographer - Center for Community and Economic Development*

February 2025 – August 2025

- Facilitated and maintained electronic networking and social media sites
- Supported development of web-based media for use for marketing and promotion at trade and partner events
- Captured and edited videos at Center events and edited content and footage using Adobe Premiere Pro

**XELA Robotics Co., Ltd.** | Tokyo, Japan

*Marketing Intern*

June 2024 – December 2024

- Worked with marketing lead to improve XELA website using 3D renders
- Modeled, textured, and rendered 3D models of XELA products in Blender for use on company website
- Created scenes and animations representing applications of products developed by XELA to be used in marketing videos and received top performance review from leadership for results

**Freelance Graphic Design** | East Lansing, MI

*Graphic Designer*

Fall 2021 – Present

- Met with clients to determine design vision for their project
- Created designs through various creative processes and media for use in print and web
- Designed three new modern logo designs for athletic training department to replace previous branding elements
- Created 26 print posters and electronic graphics using Photoshop and Illustrator for OTHS Athletic Department which were sold to fans and athletic boosters

## ADDITIONAL INFORMATION

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**Hobbies:** Gaming, St. Louis Cardinals Baseball, Michigan State University Basketball and Football