

# Joshua Maddox

15+ years experience leading winning strategy, growth, marketing, and tech across sectors and continents. Most recently reached half a million students while surpassing first-year growth and revenue targets. Led the formation of the engineering team and expansion into 4 new geographies.

387 E. Deer Creek Ln  
Fresno, CA 93720  
(925) 495-7175  
rec@jmaddox.com

## EXPERIENCE

### **Acumen.org** — *Associate Director of Marketing and Technology*

July 2017 - PRESENT

Designed and implemented iterative marketing and growth strategies that surpassed first-year business goals while reaching half a million students across 193 countries. Aligned the product and marketing teams to bring new products and initiatives to market with Unilever, Barclays, Facebook, The Rockefeller Foundation, IKEA Social Entrepreneurship, The Omidyar Group, etc... Led successful expansion into new international markets (Span, UK, Malaysia, and Bangladesh). Led the hiring and growth of Acumen's first engineering team (remote across three countries) and architected the rebuild of our tech stack onto Hubspot, React, Gatsby, Firebase, Google Cloud, Jest, Node.js, GraphQL, Docker, connected to a range of microservices and APIs.

### **Cinderhouse** — *Co-Founder / Senior Developer*

August 2007 - July 2017

Led the marketing, growth, and engineering team for a creative agency that designed campaigns and products for clients across China, Australia, New Zealand, UK, and the US. We worked with companies such as Unilever, Officemax, Westpac, JHerro etc...as well as SMEs and small local businesses. Developed websites and products using technologies such as vanilla JavaScript, jQuery, Google Analytics, Salesforce, React, SASS, CSS, MongoDB, SQL, Express, Heroku, etc...

### **The British Schools Foundation** — *Head of Administration*

August 2009 - July 2015

Led a staff of 19 and the organization to 350% growth. Was responsible for marketing and all non-academic management including growth strategies, PR, SEO, social media, paid, CRM, government relations, and contract negotiation. The position was based in Nanjing, China.

## NOTABLE PROJECTS & AWARDS

### **EnTable** — *Cisco's 1st Place Lady Problems Hackathon*

MERN based SMS powered table banking for underserved women

### **Skoll World Forum Delegate** — *Social Entrepreneurship*

Representing social enterprises Cinderhouse and Eduku

## PROFICIENCIES

Hubspot  
Campaign Monitor  
Mail Chimp  
Salesforce  
Google Analytics  
Google Tag Manager  
Google Optimize  
Human-Centered Design  
Systems Thinking  
Adaptive Leadership  
JavaScript  
React  
CSS, SASS  
Firebase  
Express  
Jest  
GraphQL, REST  
Gatsby  
Emotion  
Netlify  
Docker  
Git, Git Flow  
Invision, Figma  
Adobe Creative Cloud

## CONSIDERATIONS

Ecstatically married with 2 children

Speak Mandarin Chinese  
Enough to sound foolish but well understood

I'm dangerous with a sketch pad, Illustrator, and After

## COMMENTS FROM SENIORS AND PEERS

### Acumen

“ Joshua is one of the most talented people I have ever worked with. Before he joined our team at Acumen, our metrics were plateauing, and, in many cases, even plummeting. Josh came on board and quickly drove much-needed modernization of our tech stack, marketing tactics, and overall systems. Within a year, all of our key metrics including revenue, signup numbers, and conversion rates increased dramatically. This trend has continued under his leadership ever since. Josh is a truly rare jack of all trades who somehow can code all of our websites, design a tech stack, build out an engineering team, produce beautiful marketing campaigns, and bring clarity to our platform strategy all at once. No task is too large or too small. He could be a valuable asset to any cutting edge company in the world, but he also has a deep commitment to social impact and social justice and chooses every day to dedicate his talents to the nonprofit sector. Beyond that, I can't emphasize enough the level of dedication, commitment and energy Josh brings to his work. He wins over people who have very different work styles than he does and learns to drive productive collaboration and beautiful results from a globally distributed team. He is an autodidact who is constantly learning new things and actively pushes others to imagine the future he already sees. I learn something new from Josh every day and any organization would be truly lucky to have him.” — **Amy Ahearn, Associate Director**

“ Joshua is an exceptionally talented person who somehow seems to do the work of 3 people without breaking a sweat. He combines strong technical expertise, a willingness to get his hands dirty, and an orientation to just getting on with things and solving problem after problem...he's like a one-man team, and he does it all with good humor and curiosity. Few people I've ever worked with can do such high-quality work across Marketing, Engineering, and Design, let alone with the speed and tenacity that Josh demonstrates day in and day out.” — **Sasha Dichter, (Former CIO of Acumen) Co-Founder, 60 Decibels**

## MISCELLANEOUS

Further recommendations available on request.