

# Josh Pugh

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## CAREER OVERVIEW & SKILLS

Executive leader, digital consultant & marketing strategist with 10 years C-Suite Level experience.

- Client and business relations & service;
- Team management and oversight;
- Digital development, strategy and infrastructure;
- Marketing strategy and execution;
- Engagement analysis and reporting;
- Corporate governance and guidelines;
- Highly technologically skilled including CRM;
- Agile experienced and focused.

Managing Director & CEO of a B2B & B2C digital consultancy & strategy company, managing staff and a wide range of national relationships and partnerships. Board Member & Director of a \$5m+ charity organization as youngest member and Chair of its youth focused committee. Digital Director & CTO of a city's largest business development network aligning with Government and Council.

## EXPERIENCE

January 2005 to November 2016 – *Identiti Web Development* – **Managing Director & CEO**

- **Digital strategy, marketing & consultancy firm.**
- Founded and Directed company;
- Hired & managed team and consultants;
- SEM, SEO, Social, Analytics, PPC & Advertising;
- Trained, executed & coordinated strategies across digital marketing platforms;
- **Significant clients included National and State politicians, and national corporations.**

August 2015 to Present – *Variety - the Children's Charity (SA)* – **Board Member & Director**

- **Youngest Member of International Award Winning Children's Charity Board.**
- Oversees \$5m+ in donations per year;
- Operations & Board oversight;
- Grant oversight and financial management;
- **Awards received for "performance on the corporate governance, revenue raised, and innovation as well as marketing and communication".**

July 2014 to November 2016 – *Young Variety (Variety SA)* – **Chair**

- **Executive committee aimed at enticing young professionals to engage the operations of parent charity.**
- Management of operations and co-ordination of executive group and partners;
- Formalized corporate governance;
- Oversaw and established new corporate guidelines and strategy;
- Engaged & designed marketing portfolio.

February 2011 to November 2016 – *Adelaide Word of Mouth* – **Digital Director & CTO**

- **City's largest business development network.**
- Responsible for digital strategy, management of events, marketing, promotion and client relations;
- Developed business strategy, client acquisition methodology and coordinated with Government and Council.
- **Grown to over 3,000 registered and engaged business professionals & executives.**

## EDUCATION

**Bachelor of Management (Equivalency)**

*University of Bridgeport*

**Bachelor of Behavioral Science (Psychology)** *Flinders University*

## ACHIEVEMENTS & AWARDS

2016 – *Sth Australian Young Achiever Awards Career Kick Start Award (Semi Finalist)*

2016 - *Sth Australian Young Achiever Awards Online Achievement Award (Semi Finalist)*

2016 - *Variety the Children's Charity (SA)*

**Best Individual Event Participant**

2016 - *Variety the Children's Charity (SA)*

**Chairman's Commendation**

2012-2016 - *Variety the Children's Charity (SA)*

**Fundraising Awards (\$140k+)**

## PERSONAL & VOLUNTEER

A passionate and involved community supporter of charity with a focus on children and the future.