

# JOSEPH MASTRO

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## WORK EXPERIENCE

### Marketing and Engagement Associate

WALLACE HOUSE AT THE UNIVERSITY OF MICHIGAN, 2019-PRESENT

- Provides administrative responsibility and assistance for brand support and event planning and execution including: logistical coordination, guest and speaker planning and communication, database management, multi-platform communications and marketing implementation, audience engagement, post-event follow-up and evaluation.
- Work closely with staff to ensure the timely, effective and accurate development and distribution of print and digital materials related to Wallace House programs and events.
- Provide marketing and brand assistance for creation and distribution of event specific materials including invitations, programs, event booklets and audience information.

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### Communications Specialist

MICHIGAN MEDICINE, 2017-2019

- Responsible for content development and project management of departmental communications materials.
- Planned and managed large and small scale events, including conferences and lectureships.
- Managed and updated content for department websites.
- Wrote, edited, and tracked email correspondence with department alumni and donors.
- Coordinated marketing, public relations and web opportunities with the Michigan Medicine Department of Communications.

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### Sustainer Care Supervisor

DETROIT PUBLIC TELEVISION, 2017

- Analyzed sustainer database, to identify opportunities for cost saving and revenue growth.
- Coordinated and managed all Sustainer campaigns through direct mail, email and phone.
- Monitored day to day operations of the customer service department to ensure that they met production timelines.

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### Member Services Representative

DETROIT PUBLIC TELEVISION, 2015-2017

- Actively engaged station members in philanthropic transactions.
- Utilizing multiple databases, performed advanced data entry, pledge downloads, accounting adjustments, and maintain quality control reports among multiple systems.

## EDUCATION

- Master of Arts, Arts Administration
  - Eastern Michigan University, 2015
- Bachelor of Arts, Social Science
  - Michigan State University, 2013