JOEY WOHLHIETER

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EDUCATION

MS, Strategic Communication *2022*

BA, Spanish (Concentrations: Journalism, Telecommunications, Ballet) *2005*

Butler University, Indianapolis, IN

PROFESSIONAL EXPERIENCE

Brand Strategist *and* **Digital Media Manager** ..... *October 2025 to Present*

Communications, Environmental Molecular Sciences Laboratory (EMSL), Richland, WA (Virtual)

- Developed AI-supported, metrics-based, omnichannel digital communications strategy and content calendar guided by data from Google Analytics 4, Google Trends, Sprout Social, Mailchimp, bit.ly, and SharePoint (including UTM parameter, scroll depth, and A/B test tracking)
- Increased unique EMSL website visitors by 11% YOY in FY26 (to 154K+).
- Increased LinkedIn follower count by 30% YOY in FY 26 (to 3,500+).
- Increased average Molecular Bond LinkedIn newsletter engagements by 113% YOY in FY26.
- Increased measured email open rate by 7% YOY in FY26 (to 19%) accounting for Apple's Mail Privacy Protection (MPP).
- Achieved top two most-seen and top four most-engaged EMSL LinkedIn posts ever.
- Utilized AI to produce 50+ science project summaries, significantly speeding up PI reviews/approvals.

Employer Brand Strategist *and* **Recruitment Communications Specialist** ..... *July 2022 to October 2025*

Communications and External Engagement, Pacific Northwest National Laboratory, Richland, WA (Virtual)

- Developed and executed the Lab's first-ever, persona-based communications strategies for external-facing employer brand messaging, stewarding content through 20 channels including career platforms, email marketing, social media, web, and college/university outreach—using both paid and organic means supporting institutional business objectives, incorporating the Employer Value Proposition, and addressing recruitment priorities.
- Fostered ongoing project collaborations between Comms, Human Resources, Talent Acquisition, Office of STEM Education and Workforce Development, researchers, engineers, interns, and additional staff.
- Increased the ratio of people-focused stories across all social content from 5% in FY22 to 45% in FY24.
- Produced 1.7K social posts with 4M+ lifetime impressions, 253K engagements, and a 6.3% engagement rate.
- Launched LinkedIn and Talent Community email newsletters in FY25 (26K+ and 14K+ subscribers).
- Constructed and promoted 7 recruitment events that featured 200+ staff and totaled 6.1K+ attendees.
- Established Section 208 accessibility requirements and spearheaded content compliance across all channels.

Communications Specialist *and* **Recruitment Assistant** ..... *January 2019 to June 2022*

Office of Career and Professional Success, Butler University, Indianapolis, IN

- Built messaging strategies by reverse engineering behavioral change and revenue needs, as well as tailored content to span three, distinct audiences: faculty/staff, students/graduates, employers/recruiters.
- Increased social media audience engagement 300% over the course of three years using Hootsuite, Mailchimp, and link tracking to guide the development and posting of relevant, interactive content.
- Established accessibility requirements for office content and spearheaded content production to meet the needs of divergent audiences, inclusive of all abilities, across both social media and organizational website.
- Produced communications for office of 40 including transition to and utilization of Teams platform.
- Supported 2,000+ employers and graduate schools annually with in-person and virtual recruitment.
- Produced 17 career fairs/events and all related advertising and public relations campaigns. Generated $125,000 in revenue with limited ad spend.
- Managed communications interns, student assistants, and university's on-campus student employment.

- Initiated projects with marketing and communications, diversity center, study abroad, disability services, and provost's office, including successful equipment proposals worth $40,000.

Department Manager *and* **Communications Specialist** ..... *February 2014 to January 2019*

Departments of Modern Languages and Marketing & Communications, Butler University, Indianapolis, IN

- Utilized intercultural competencies to manage departmental communication amongst 30+ faculty hailing from more than 15 countries globally, as well as 2,000+ annual student enrollees.
- Coordinated creation of 15 internship courses, two academic majors (Chinese and Multilingual), two lecturer positions, a new tenure-track faculty position (German), and $30,000 in classroom upgrades.
- Earned top university staff awards from president (2015), families (2016), and students (2018).

Communications Specialist *and* **Legal Assistant** ..... *May 2017 to January 2019*

Flood Family Law, Indianapolis, IN

- Supported family law firm managing social media, community outreach, drafting pleadings, performing accounting tasks, contributing to partner and paralegal case preparation, and providing administrative support to law partner and office director.

Patient Advocate, Webmaster, *and* **Social Media Manager** ..... *February 2013 to February 2014*

Global Healthy Living Foundation, Upper Nyack, NY

- Built and managed advocacy-focused websites FailFirstHurts.org and ProtectingMedicare.org
- Met with legislators and their staffs to deliver patient stories and explain complex healthcare issues.
- Testified before Indiana state legislature.
- Prepared co-workers for testimony by doing legislative and policy research on their behalf.
- Wrote reports by collecting data, conducting analysis, and summarizing in an easy-to-understand manner.

Online Social, Digital, and Community Manager ..... *February 2013 to February 2014*

Global Healthy Living Foundation, Upper Nyack, NY

- Managed online arthritis community CreakyJoints.org and its HTML email newsletter.
- Created social media presence for each of the company's chronic-illness-related online communities.
- Produced advertising campaigns, collecting data to monitor ROI and adjust spending.
- Trained co-workers to update social media and email newsletters under company P.R. policy.
- Designed and launched gamification program for educational website RewardYourRA.org

Persuasive Technologist Associate and Communications Specialist ..... *November 2008 to February 2011*

TGI Healthworks, New York, NY

- Served as graphic designer and copy editor for company initiatives.
- Filmed, edited and produced educational audio/video content for DVD and online properties.
- Coordinated team of translators for video and web, including Spanish, French, German, Russian, and Korean.
- Designed and built WordPress installations. Trained workers of all experience levels to operate.
- Videos can be viewed at http://youtube.com/creakyjointsinc

TECHNICAL SKILLS AND PROGRAM/PLATFORM MASTERY

Graphic Design: Photoshop, Illustrator, InDesign
Audio/Video Production: Premiere, Final Cut Pro
Social Media Management: Sprout, Hootsuite, LinkedIn, Meta Business (Facebook, Instagram), YouTube, X
Email Marketing: MailChimp, Hubspot, Constant Contact
Web Production and Management: Drupal, WordPress, Google Analytics 4, bit.ly, SharePoint

Coding: HTML, CSS
Style: Associated Press (AP), Chicago
Career Platforms: Handshake, Glassdoor, Indeed, iCIMS
Data Visualization: Excel, PowerBI
Event Production (In-person and Digital): Cvent, Zoom, Teams
Survey Platforms: Formstack, Qualtrics, Google Forms, Microsoft Forms
Organizational and Project Management: ClickUp, Monday.com, SalesForce, PeopleSoft, OnBase