

Joshua Rigsby

WRITER & MARKETER

An innovative and efficient problem solver with a passion for telling stories through his work. Looking to help create messages that create change and impact in others.

CONTACT ME

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[LinkedIn](#)

PROFICIENCIES

- Graphic Design
 - Color Theory
 - Font Selection
 - Hierarchy of Information
- Software
 - Adobe Suite
 - Crelate CRM
 - Mass-emailing services (Mailchimp, Brevo, etc.)
 - Microsoft Office Suite
 - Canva
- Writing
 - Newsletter writing
 - Technical Writing
 - Content Writing
 - Narrative Writing
- Production
 - Adherence to deadlines
 - Creative problem solving
 - Search Engine Optimization
 - Adaptability to change

PRESENTATIONS & EVENTS

- Connecticut Association of School Based Health Centers Conference (November 2022)
 - Vendor showcasing project "Invite Only"
- Yale School of Medicine's Medicine in The Metaverse Conference (February 2023)
 - Hosted demos of different softwares
 - Assisted with event duties
- UConn mHealth 7th Annual Conference (May 2023)
 - Video Poster Presentation about No Time Wasted Twine development
- Yale University Postgrad Symposium (August 2023)
 - Poster Presentation about No Time Wasted Twine development

EDUCATION

Quinnipiac University

B.A. Game Design and Development, 2018 - 2022

- 3.89 GPA
- Honors and Distinctions
 - Dean's List (2018 - 2022)
 - Magna Cum Laude
- Extracurricular Activities
 - Game Club (2018 - 2022)
 - Game Design and Development Club (2018 - 2022)

WORK EXPERIENCE

Writer | Marketer | Postgraduate Associate

XR Pediatrics Lab, Yale School of Medicine | September 2022 - September 2023

- Communications and Marketing
 - Managed all lab social media channels across 5 platforms
 - Created over 110 posts per platform with a mix of **graphic-oriented** and **text-oriented** messages.
 - Adhered to design principles of readability and staying within lab **branding** guidelines regarding color and fonts
 - Created a quarterly **newsletter** providing updates from across the lab
 - Maintained contact lists and monitored **analytics** to ensure deliverability
 - Managed and updated lab website with new features, news, and publications
 - Created and coordinated comprehensive marketing plans in preparation for events and projects
- Production
 - Maintained and updated project timelines
 - Created and updated various documents related to the project
 - Worked with other team members to further project development
- Software Design/Development
 - **No Time Wasted** is an alcohol harm reduction game for teens being developed in Twine and an AR version for the Magic Leap 1
 - Wrote a 3-act story incorporating more than 25 different learning goals to create a thorough and interactive curriculum.
 - Enrolled and worked with playtesting groups from target demographics
 - Worked with collaborating groups to find and recruit playtesters
 - Worked with team to translate narrative structure into screenplay script

Marketer | Graphic Designer

Rigsby Search Group, LLC | Jun 2019 - September 2022

- Created all company graphics, mass emails, news articles, holiday announcements, and LinkedIn visuals.
 - Managed LinkedIn and Facebook pages and created hundreds of posts
 - Ran targeted **campaigns** for various surveys and voting events
 - Utilized MailChimp and SendInBlue to conduct reach-out campaigns during special events and Holidays.
- Coordinated between respective parties to schedule and prepare for **interviews** and podcasts
- Prepared conference/speaker presentation materials
- **Produced** videos between several series of videos on YouTube
- Wrote emails and messaging for both candidates and clients
- Prepared company responses for pertinent **news** and events
- Maintained company Wordpress website
 - Optimizing SEO
 - Adding and consolidating pages
 - Creating new sections of site
 - Updating and editing existing site portions

Systems Designer | UI/UX Designer | Research Assistant

Play4Real XR Lab, Yale Center for Health and Medicine | Jan 2021 - Aug 2021

Ad-Tacker is an educational AR game focused on teaching the effects of advertising on consumers, made for use in Middle Schools in the US.

- **Documented** development process in a regularly updated design document and Trello page.