

JOSH WEAVER

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SUMMARY

Marketing and media executive with 14+ years leading integrated campaigns for nonprofits, advocacy organizations and global brands. Director of Media Planning at Blue State. Directed the \$5.5MM+ American Dreams campaign (+105% learning intent), led all of marketing at The Trevor Project (\$60MM+ in campaign revenue) and a 10-person media team across \$50MM+ of branded content at VICE.

EXPERIENCE

Blue State

Sep 2025 - Present

Director of Media Planning · Houston, TX

- Lead media planning for a portfolio of mission-driven client accounts.
- Co-own the agency's Creators offering with the Chief Creative Officer: authored the positioning, naming taxonomy, KPI structure, and scoping and pricing model.
- Standardized vendor reporting and built media-plan governance across Sheets, Jira and Slack, from flight-date reconciliation to a trafficking checkpoint that protects buyers and planners alike.
- Manage and develop the planning team while building reusable templates with buying, creative and client-services partners.

The Ad Council

Dec 2023 - Aug 2025

Campaign Director · Houston, TX

- Directed 'American Dreams,' a \$5.5MM+ empathy-anchored LGBTQ+ anti-discrimination campaign under Love Has No Labels; learning intent among movable audiences rose 105% in six months.
- Segmented an 84MM-person cohort (Selective Equality Believers) with Insights & Analytics and built full-funnel messaging that lifted action intent among ad-aware audiences 56%.
- Led three PSA films on housing, safety and employment with agency partner R/GA across TV, promoted digital, social, radio and out-of-home.
- Orchestrated sponsored, earned and owned channels: \$1MM+ in donated media (YouTube, TikTok), influencer activations and a digital hub of legal-protection resources and personal narratives.
- Supervised hyperlocal rollout in 28 states, adapting national messaging through coalitions with local advocates and community partners.

Josh Weaver Group

Nov 2022 - Present

Founder and Chief Consultant · Houston, TX

- Lead a data-driven marketing consultancy for purpose-aligned brands, nonprofits and creative ventures across 10+ campaigns, reaching 4M+ users through SEO, email and social.
- Directed marketing and sponsored advertising for the Voices With Impact Short Film Festival: 37% engagement rate, 3.4% CTR and 1M+ people reached in two weeks.

The Trevor Project

Feb 2021 - Nov 2022

Vice President of Marketing · Atlanta, GA

- Led all of marketing for one of the world's largest LGBTQ nonprofits: brand, social, omnichannel advertising, web and SEO/SEM, with a \$3MM brand advertising budget.
- Built cause-marketing campaigns with corporate partners including Abercrombie & Fitch and Google, generating \$60MM+ in campaign revenue in 2022.
- Directed market and consumer research, including a multi-wave brand study, and grew brand awareness 40% in one year.
- Launched the organization's first rebrand in a decade and aligned marketing with program areas, contributing to a 100%+ year-over-year increase in crisis contact volume.

Thrive Global

Jun 2019 – Jan 2021

Director of Media Strategy · New York, NY

- Led paid media and partner-content amplification for 20+ brand partners, from pre-sale development through delivery, including a \$3.5MM financial-education campaign for Discover and a self-care initiative for P&G.
- Built and optimized high-investment paid campaigns on Facebook, Instagram, Google Ads and YouTube, Twitter, LinkedIn and Snapchat.
- Presented performance analysis to brand executives, including 2x the engagement benchmark for Sleep Number.

VICE Media Group

Mar 2016 – Jun 2019

Director of Media · Brooklyn, NY

- Directed a 10-person team of cross-channel media strategists, senior strategists and associate directors.
- Served as primary media stakeholder on \$50MM+ in branded-content sell-through, aligning sales and content leadership on media architecture for fashion, tech and entertainment clients.
- Translated youth-culture insights from research, strategy and studio teams into channel decisions across 100+ campaigns.
- Guided media and interactive investment for Delta (\$4.5MM), Colgate, Microsoft and Verizon.
- Delivered media strategy for the \$12MM multi-format Chanel Fragrances campaign, lifting purchase intent among female Millennials by 23%.

Say Media

Mar 2015 – Mar 2016

Account Manager · New York, NY

- Managed 5+ client accounts, aligning eight editorial properties and sales teams on media and content objectives.
- Produced 10+ client campaigns and optimized media buys to improve ROAS and CPC.

AdMonsters

Dec 2012 – Mar 2015

Marketing Operations Manager · New York, NY

- Grew site traffic 37% year over year by optimizing web content and SEO/SEM.
- Lifted event attendance 43% and attendee retention 33% through email, social and content programs.

PROJECTS

"American Dreams" · Ad Council × Love Has No Labels

2024

+56% action intent and +33% ad recall within one month. joshweaver.co/american-dreams

"Dear Future" · Microsoft × VICE

2018

Led the media team behind the Webby Award winner for Best Educational Series.

"The Fifth Sense" · Chanel × VICE

2017

Led media for a Digiday Award-recognized campaign that lifted purchase intent 23% among female Millennials.

AWARDS

Adweek Brand Save, The Trevor Project (2021) · Ad Age Best Branded Partnership, VICE (2017) · Digiday Awards Europe, 2x, Chanel "The Fifth Sense" (2017) · Webby Award winner, Science and Education, "Dear Future" (2018) · Webby Award nominee, Food and Beverage branded content, Smirnoff "Equalizing Music"

SKILLS

Media and Marketing: Media Planning, Omnichannel Strategy, Paid Media, Paid Social, Performance Marketing, SEO/SEM, Influencer Marketing, Content Marketing, Email Marketing, Campaign Management

Research and Analytics: Audience Segmentation, Consumer Research, Brand Lift Measurement, A/B Testing, Google Analytics, Looker, Tableau, GlobalWebIndex, Qualtrics

Strategy and Leadership: Integrated Marketing, Brand Strategy, Budget Management, Cross-Functional Team Leadership, Agency and Vendor Management, Stakeholder Alignment

Platforms: Google Ads, Meta Business, Google Marketing Platform, Mediaocean, Salesforce, Sprinklr, Sprout Social

EDUCATION

Georgetown University · Master of Arts, Communication, Culture and Technology

2012

The University of Texas at Austin · Bachelor of Journalism

2010