

# Josh deLacy

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## EDUCATION

<b>Calvin University</b> <i>B.A. English and Political Science</i>	<ul style="list-style-type: none"><li>• 3.99 unweighted GPA, Pi Sigma Alpha</li><li>• President of Calvin Running Club</li><li>• Detail and communication editor for <i>Dialogue</i> arts journal</li><li>• Journalist for <i>Chimes</i> student newspaper; member of Honors Student Council, Model United Nations Club, and Amnesty International Club</li></ul>	<i>September 2009–May 2013</i> <i>Grand Rapids, MI</i>
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## PROFESSIONAL EXPERIENCE

<b>Wm. B. Eerdmans Publishing Co.</b> <i>Content Marketing Specialist</i>	<ul style="list-style-type: none"><li>• Built from scratch a comprehensive SmartSheet system for the marketing department's budget-planning, content calendar, workflow, data analysis, and intra- and inter-department collaboration</li><li>• Increased social media engagement by 1,280%, reach by 699%, and impressions by 559%</li><li>• Created a 10-step MailChimp drip marketing campaign and audience-segmented MailChimp RSS emails with an average open rate of 35.8% and average click rate of 5.1%</li><li>• Produced consistent original content for Wordpress, MailChimp, social media, YouTube, Google Ads, Amazon Ads &amp; A+ Content, and print ads</li></ul>	<i>April 2021–Present</i> <i>Grand Rapids, MI</i>
<b>Branded Look LLC</b> <i>Owner and Managing Director</i>	<ul style="list-style-type: none"><li>• Founded a branding and website development company that works primarily with small businesses and nonprofits</li><li>• Designed and developed more than two dozen websites using heavily customized Wordpress starter themes, Wordpress templates, or Wix</li><li>• Created logos, style guides, marketing plans, print ads, and online ads</li><li>• Recruited and managed a team of freelance photographers, logo designers, printers, and backend web developers</li></ul>	<i>February 2014–Present</i> <i>Online</i>
<b>St. Luke Episcopal Church</b> <i>Communications Director</i>	<ul style="list-style-type: none"><li>• Directed online and print communications for the 100-member church while managing three volunteer direct reports</li><li>• Curated quarterly postmodern liturgies of poetry, art, and music</li><li>• Implemented livestream services and directed the transition to online-only church during the COVID-19 pandemic</li></ul>	<i>October 2014–April 2021</i> <i>Renton, WA</i>
<b>St. James Episcopal Church</b> <i>Communications Specialist</i>	<ul style="list-style-type: none"><li>• Overhauled the 150-member church's communication strategy by incorporating MailChimp, social media, print and online advertising, monthly newsletters, and regular website updates</li><li>• Created an original style guide and applied it to all church materials</li></ul>	<i>April 2016–July 2017</i> <i>Kent, WA</i>
<b>American Forests</b> <i>Programs and Policy Intern</i>	<ul style="list-style-type: none"><li>• Wrote public comments, advocacy letters, blog posts, and social media posts for the 145-year-old national conservation nonprofit</li><li>• Lobbied Congressional staffers on Capitol Hill in support of Green policies</li><li>• Analyzed American Forests' major projects and impacts of the last twenty years, reporting directly to CEO Scott Steen</li></ul>	<i>January 2013–May 2013</i> <i>Washington, DC</i>

**REVUE**  
*Journalism Intern*

- Wrote features, articles, interviews, and reviews for a West Michigan arts and culture magazine with a circulation of 15,000
- Copyedited and fact-checked

*January 2012–May 2012*  
*Grand Rapids, MI*

## WRITING PROJECTS

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**the post calvin**  
*Founder and Editor*

- Founded and managed a writing community of Calvin University alumni
- Published more than 2,500 online essays written by 72 monthly writers and 141 guest writers
- Edited, designed, and published two print anthologies
- Established an audience of approx. 1,500 Facebook followers, 400 email subscribers, 6,500 monthly website visitors, & 950,000 total pageviews

*May 2013–August 2020*  
*Online*

**Traveling on Trust**  
*Founder and Writer*

- Self-published twice-weekly blog posts during a 6,700-mile hitchhiking journey through small-town America
- Appeared in TV, radio, newspaper, & magazine news, including NPR

*June 2013–August 2013*  
*Online*

## PUBLICATIONS

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### Fiction

- “Kenny.” *Levee Magazine*, May 2020, pp. 100–122.
- “A Friend Asked Me the Other Day.” *The Emerson Review*, Sept. 2016, pp. 22–35.
- “Attraction and Repulsion.” *Front Porch Review*, July 2013.
- “The Binding of Me.” *Underground Voices*, Dec. 2012.
- “Running.” *Crack the Spine*, Oct. 2012.

### Creative Nonfiction

- Monthly blog posts (approx. 1,000 words) including personal stories, commentary on popular culture, political and religious reflections, and humor. *the post calvin*, July 2013–June 2020.
- “What Climbing a Cascade Volcano Feels Like.” *Wanderlust*, Aug. 2019.
- “Japanude.” *The Bookends Review*, Dec. 2016. Reprinted in *The Bookends Review: The Best of 2016*, Jan. 2017, pp. 21–25.
- “A Day in the District.” *Page & Spine*, July 2014.
- “I Am Lord Voldemort.” *Flux*, June 2014.
- “We Had Lived.” *Linnet’s Wings*, June 2014.
- Twice-weekly blog posts (approx. 1,000 words) about hitchhiking. *Traveling on Trust*, June–Aug. 2013.

### Book Design

- the post calvin. *the post calvin: Essays 2016–2019*. Dec. 2019.
- the post calvin. *the post calvin: Selected Essays 2013–2016*. Dec. 2016.

### Articles and Reviews

- “Distinctly Northwest: Liturgies of Nature and Holy Mystery.” With Kevin Pearson. *Episcopal Cafe*, June 2018.
- “Pillow Talk: Improving Dialogue about Christian Sexuality.” *Perspectives*, Mar. 2013.

### Guest Blog Posts

- “Seventy Times Seven.” *The Episcopal Diocese of Olympia’s Youth Creation Care Pilgrimage*, Sept. 2020.
- “Cleaning Moby Dick: Books as Multimedia.” *CIVA*, Jan. 2020.
- “Celebrating the Seasons at St. Luke, Renton.” *The Episcopal Diocese of Olympia*, Nov. 2017.

## PRESENTATIONS

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### Sermons

- “The Light of Hitchhiking.” St. Luke’s Episcopal Church, Feb. 9, 2020, Renton, WA.
- “Waiting in Advent with *Orbiting Jupiter*.” St. Luke’s Episcopal Church, Dec. 15, 2019, Renton, WA.
- “On the Basis of Love: Ecology and Philemon.” St. Luke’s Episcopal Church, Sept. 8, 2019, Renton, WA.

### Speaking Engagements

- “*In or Out?* What are 20s and 30s Looking for, and Can They Find it in the Episcopal Church?” Organized and led panel discussion (with Jad Baaklini, Emily Meeks, and Katie Sue Eichner). Better Together, Mar. 13, 2021, Online.
- “Pandemic Church and Racial Justice Through the Eyes of Young Adults.” Organized and led panel discussion (with Katya Nemeč). Annual Convention of the Episcopal Diocese of Olympia, Oct. 23, 2020, online.
- “What Are Young Adults Searching For and Can They Find it in the Episcopal Church?” Organized and led panel discussion (with Heather Irwin and Katya Nemeč). Annual Convention of the Episcopal Diocese of Olympia, Nov. 8, 2019, Lynnwood, WA.
- “Thriving As a Writer in College and Beyond.” Panel discussion (with Abby Zwart, Will Montei, and Jack Van Allsburg). Festival of Faith and Writing, Apr. 16, 2016, Grand Rapids, MI.
- “Traveling on Trust.” Ballard NW Senior Center, Jan. 29, 2016, Seattle, WA.
- “Traveling on Trust.” Ballard Rotary Club, Jan. 12, 2016, Seattle, WA.
- “Traveling on Trust: Stories from the Road.” Furman University, Oct. 6, 2015, Greenville, SC.

### Lectures

- “Social Media Marketing.” Guest lecturer for E365: Digital Writing. Calvin University, Sept. 29, 2014, Grand Rapids, MI.

## VOLUNTEER EXPERIENCE

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### Underhill House

*Board Member*

- Oversee the nonprofit’s activities with a focus on mission, strategy, & goals
- Maintain the website and provide tech consulting

*January 2021–Present*

### Creation Care Pilgrimage

*Trail Guide*

- Led young adults on a three-day backpacking trip in the Cascade Mountains
- Guided teenagers, staff, and clergy on a week-long pilgrimage across the Olympic Peninsula
- Published daily blog posts and coached teenagers in blog writing

*August 2019, 2020, & 2021  
Seattle, WA*

### Common Cause

*Poll Monitor*

- Helped voters find their correct polling location
- Monitored activity outside polling locations and reported information about wait times, accessibility, signage, and electioneering

*October–November 2020  
Jacksonville, FL*

### The Episcopal Church

*Lay Deputy to General Convention*

- Elected by the 26,000-member Diocese of Olympia to decide policy at The Episcopal Church’s international convention

*October 2019–April 2021  
Baltimore, MD*

### Agents of Change

*Website Developer and Publicist*

- Created a website, social media accounts, and marketing materials in support of the Seattle-based homeless shelter Mary’s Place
- Managed fundraiser promotions, wrote profiles of new members, and designed auction flyers and other print materials

*May 2015–Present  
Seattle, WA*

### University of Washington Case Competition

*Coach*

- Coached the first-place team at Boeing’s Northwest Case Competition

*January 2020  
Seattle, WA*

## HONORS & AWARDS

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**William B. Eerdmans  
Literary Award**

- Established by the late Mr. William B. Eerdmans, Sr. to encourage original, critical, and creative writing among Calvin University students

*May 2013*

## SKILLS

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**Website Design and  
Development**

- Proficient in Wordpress, HTML, CSS, Divi, Wix
- Experienced with cPanel, Google Analytics, SEO
- Familiar with PHP, Javascript

**Adobe Suite**

- Proficient in InDesign, Acrobat
- Experienced with Premiere Pro
- Familiar with XD, Illustrator, Photoshop, After Effects

**Email Marketing**

- Proficient in MailChimp (including RSS, Customer Journeys, and segmentation)
- Experienced in Constant Contact

**Social Media Marketing**

- Proficient in Facebook, Twitter, Instagram (including ads, scheduling, and data analysis)
- Experienced in LinkedIn, YouTube, Pinterest, Hootsuite

**Other**

- Proficient in SmartSheet, Google Drive, Microsoft Office, iMovie, Zoom
- Experienced with livestreaming

## INTERESTS

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**Mountaineering**

- Summited Mts. Rainier, Fuji, Hakusan, Tateyama, Mulhacén, Elbert, Wheeler Peak, Ben Nevis, Snowdon, Scafel Pike, Baker, Olympus, Adams, Hood, St. Helens, Shuksan, Black Tusk

**Rock Climbing**

- Lead climbing, sport climbing, canyoneering