

# Josh deLacy

CV

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## EDUCATION

### Calvin University

*B.A. English and Political Science*

- 3.99 unweighted GPA, Pi Sigma Alpha
- President of Calvin Running Club
- Detail and communication editor for *Dialogue* arts journal
- Journalist for *Chimes* student newspaper; member of Honors Student Council, Model United Nations Club, and Amnesty International Club

September 2009–May 2013

Grand Rapids, MI

## PROFESSIONAL EXPERIENCE

### Branded Look LLC

*Founder and Director*

- Founded a branding and website design/development company for small businesses and nonprofits such as the Episcopal Diocese of Olympia, the Washington State Elks Association, and the Seattle Opera Guild
- Produced Wordpress websites, logos, style guides, email campaigns, marketing plans, print ads, and online ads
- Managed freelance photographers, logo designers, copywriters, printers, and backend web developers

February 2014–Present

Online

### Wm. B. Eerdmans

**Publishing Co.**

*Content Marketing Specialist*

- Built a SmartSheet system to plan the marketing department's budget, track KPIs, analyze spending and strategy, and facilitate inter-department collaboration
- Increased social media engagement by 1,280%, reach by 699%, and impressions by 559% over the course of four months
- Created a new MailChimp system with customer journeys, and RSS emails, segmented audiences and corresponding landing pages that resulted in an average open rate of 35.8% and click rate of 5.1%
- Managed one direct report and produced consistent original content for Wordpress, MailChimp, social media, YouTube, Google Ads, & print ads

April 2021–Present

Grand Rapids, MI

### St. Luke Episcopal Church

*Communications Director*

- Directed all marketing and internal communications, managing three volunteer direct reports
- Increased monthly website pageviews by 693%, secured media coverage in national news publications *The Living Church*, *Episcopal Cafe*, and *Episcopal News Service*, and established a group of newcomers in their 20s and 30s
- Curated quarterly postmodern liturgies of poetry, art, and music
- Led the transition to online-only church during the pandemic and produced weekly videos for English- and Spanish-language services

October 2014–April 2021

Renton, WA

### St. James Episcopal Church

*Communications Specialist*

- Overhauled the church's marketing and internal communication strategies by incorporating MailChimp, social media, print and online advertising, monthly newsletters, and regular website updates
- Created an original style guide and applied it to all church materials

April 2016–July 2017

Kent, WA

**American Forests**  
*Programs and Policy Intern*

- Analyzed American Forests' major projects and impacts of the last twenty years, reporting directly to CEO Scott Steen
- Wrote public comments, advocacy letters, blog posts, and social media posts for the 145-year-old national conservation nonprofit
- Lobbied Congressional staffers on Capitol Hill in support of Green policies

*January 2013–May 2013*  
*Washington, DC*

**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

**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*

- 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

**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 & Holy Mystery." w/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

### 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 Nemec). 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 Nemec). 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 Monte, 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

### 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*

*Seattle, WA*

### 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*

### 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*

*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*

### 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 Foster School of Business’s first-place team at Boeing’s Northwest Case Competition

*November 2019–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, UI/UX
- 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 (RSS, Customer Journeys, segmentation)
- Experienced with Constant Contact

### **Social Media Marketing**

- Proficient in Facebook, Twitter, Instagram (ads, scheduling, data analysis)
- Experienced with 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, The Brothers, Adams, Hood, St. Helens, Shuksan, Black Tusk, and others

### **Rock Climbing**

- Lead climbing, sport climbing, canyoneering

### **Running**

- North Olympic Discovery Marathon, 25K River Bank Run, and other shorter races