Joe Stoltzfus

Creative Director & Marketing Strategist

Boise, Idaho · Open to relocation | 208-960-8424 | joe@bndry.club | linkedin.com/in/joe-stoltzfus

PROFILE

I'm a creative and marketing leader with 10 years of experience connecting brand strategy, integrated campaigns, digital platforms, and live events. I've led cross-functional teams and institutional communications at Boise State University; co-founded BNDRY to build cultural programming, creator partnerships, and audience engagement. My approach combines traditional marketing fundamentals with practical use of emerging technology to help teams work effectively and achieve their goals.

EXPERIENCE

Co-Founder & Creative Director
Oct 2024–Present

BNDRY

- Directed brand strategy and creative for a cultural agency and social club across events, web, merchandise, social, email, print, and video.
- Led 20+ events reaching 3,000+ unique attendees; coordinated talent, venues, collaborators, campaigns, and attendee experience.
- Built relationships with 65+ businesses and led 160+ creative collaborations with artists, creators, venues, and community organizations.
- Oversaw 180+ social content pieces and 8+ short-form videos; grew audience to 800 email subscribers and 2,400+ Instagram followers.
- Created Boise's Best, a cross-platform recognition program for 15 honorees; coordinated sponsored partner activations.
- Built a multidisciplinary network of writers, photographers, videographers, designers, performers, and producers, guiding projects from initial concept through public launch.
- Developed campaigns that connected live events with editorial features, creator spotlights, merchandise, and experiential engagement.

Marketing Communications Manager
Feb 2022–May 2026

Boise State University

- Led an interdisciplinary team spanning video, social media, and marketing operations; hired, coached, and aligned cross-campus stakeholders.
- Directed integrated communications and an admissions campaign overhaul across digital, print, email, social, and events.
- Over 3 academic cycles: grew social following by 23%; improved print cost per impression by approximately 25%
- Launched a digital asset management system for 22 users and improved reporting through Looker Studio and Google Analytics.
- Supported promotion and media coverage for 80+ events, including Bronco Day, the university's signature recruitment experience.
- Used audience research and focus groups to refine messaging and strengthen the university's admissions communications.
- Improved creative workflows and production planning, expanding the team's capacity to deliver video and other campaign assets.

Marketing & Communications Coordinator
Nov 2020–Feb 2022

Treasure Valley Family YMCA

- Led integrated campaigns for membership, programs, philanthropy, community engagement, and employee communications.
- Managed web, paid digital, radio, billboard, video, and social channels; coordinated designers and contractors and measured registrations and engagement.
- Developed donor stories, annual reports, and case materials for annual and capital campaigns.
- Led internal communications that helped staff understand and apply updated brand messaging across the organization.
- Developed campaigns to reconnect community members with programs and services during changing COVID-19 conditions.

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ADDITIONAL EXPERIENCE

Social Media Marketing Manager

Oct 2019–May 2020

AllSocial

- Led social and partnership specialists, developing B2B/B2C plans across earned, owned, and paid channels to support brand awareness, new-user migration, and user retention.
- Managed brand social presence, creator partnerships, content guidelines, editorial calendars, newsletters, and performance reporting for a large social platform.
- Created brand voice and inclusive language guidance to help teams produce consistent content across platforms. Managed a library of brand assets.
- Used surveys, audience behavior, and campaign reporting to inform content, partnerships, and user communications. Created monthly, quarterly, annual, & campaign-specific reports for internal teams, investors, and partners.

Graphic Design & Digital Marketing Specialist

May 2018–Present

Freelance

- Advised clients on brand direction and campaigns; created digital and print assets, web content, social content, and marketing materials within budget and deadlines.
- Translated client goals and market research into brand guidelines, campaign concepts, and practical creative deliverables.
- Managed multiple client projects across design, digital content, and marketing while balancing deadlines and budgets.

Marketing Coordinator

Apr–Oct 2019

Upward Ventures, LLC

- Developed e-commerce content, email campaigns, product packaging, brand guides, websites, and influencer promotions.
- Partnered with manufacturers on product concepts and packaging, carrying brand ideas from design into production.
- Improved product visibility through website content, search optimization, social campaigns, and influencer collaborations.

EARLIER EXPERIENCE

Chef's Roll, Social Media Manager (2018) · The Village at Meridian, Property Management Administrative Assistant and Office Concierge (2018–2019) · Food Recovery Network, Chapter President (2016–2018)

EDUCATION

Point Loma Nazarene University · Bachelor's degree, Societal Communications and Theater · 2019

CORE SKILLS

Marketing Strategy	Creative Direction
Brand Strategy	Integrated Marketing
Team Leadership	Campaign Management
Partnership Development	Experiential Marketing
Content Strategy	Brand Management / Design
User Experience Design	Photography / Videography
Event Marketing	Public Relations
Digital Marketing	Budget Management
Marketing Analytics	Audience Development
Email Marketing	Generative and Agentic AI

KEY SOFTWARE PROFICIENCIES

Salesforce Marketing Cloud, HubSpot, Slate
Adobe Creative Cloud, Canva, Final Cut Pro
Meta Ads Manager
Sprout Social, Mailchimp
Wrike, Asana, Zapier
Google Analytics, Google Ads, Looker Studio
ChatGPT, Claude, Higgsfield, Gemini, Perplexity
Figma, Miro, Framer
WordPress, WIX & Squarespace
Eventbrite, DICE