

Joe Toppe

Business Editor and Journalist

Portfolio: <https://joetoppe.journoportfolio.com/>

(864) 940.7128 | joetoppe@yahoo.com



EXECUTIVE PROFILE

Exceptional communications professional with 2,000 published articles and an expert knowledge in journalism, multimedia newswriting and editing, investigative journalism, business and community reporting, digital publishing, media relations, SEO Optimization, online metrics and teaching. Proficient user of Google Analytics and Mangools. Executive management and editorial management experience. Successful management of large scale, global projects.

PROFESSIONAL EXPERIENCE

Senior Business Journalist

June 2021 – Present

Capital.com – London, England [Remote Position]

- Responsible for covering the New York Stock Exchange, the Dow Jones Industrial, the S&P 500, the Nasdaq Composite and additional markets around the globe.
- Expert at SEO and Keyword optimization
- Proficient using Google Analytics and Mangools

Editorial Director and VP of Operations

June 2017 – Present

Toppe Inc. – Greenville, South Carolina

- Serving as a media services consultant to multi-million-dollar Manufacturing Companies to guide, create content, improve SEO, write and place press releases and pitches.
- Assisted with managing the SC Manufacturing Networking Events and the SC Manufacturing Magazine.
- Script writing shows for SC public broadcasting television (SCETV) on the growing manufacturing workforce.

Managing Editor

May 2020 – January 2021

Innovation & Tech Today – Denver, Colorado [Remote Position]

- Planned and executed content for the leading tech magazine's quarterly printed publication.
- Worked alongside clients in monitoring websites for SEO value.
- Gathered story and cover ideas.
- Planned and managed *Innovation & Tech Today's* website.
- The host of *Innovation Tech Talks* podcast, interviewing elite industry pros and influential personalities (to include: Dave Bautista, Ricky Gervais, Paris Hilton, NASA, Nat Geo).

Executive Editor

November 2014 – May 2020

South Carolina Manufacturing – Greenville, South Carolina

- Editorial duties, to include new releases, original articles, features, marketing collateral and event presentation
- Covering noted organizations such as: BMW, Lockheed Martin and GE Aviation.

Adjunct Journalism Instructor

October 2016 – January 2020

Ashford University – Online

- Taught variety of courses covering the fields of Journalism and Mass Communication
- Courses Taught: Digital & Media Literacy, Elements of Journalism, Multimedia News Writing and Editing, News Gathering and Reporting, Specialized Journalism, and Methods of Research & Analysis in Journalism.

Contributing Business Writer

April 2019 – September 2019

Upstate Business Journal – Greenville, South Carolina

- Contributed business articles on South Carolina's automotive, aerospace and economic development sectors.
- Acquired an extensive source list including professionals from the following: Clemson University, BMW, Michelin, SC Aerospace, Boeing, Lockheed Martin.
- Acquired additional key sources such as, U.S Senators Tim Scott and Lindsey Graham, U.S. Representatives Jeff Duncan and Joe Cunningham, the South Carolina Department of Commerce, SC Aerospace and the South Carolina Manufacturing Extension Partnership.

Founder/CEO/Media Director

November 2014 – December 2016

5W Media Solutions – Greenville, South Carolina

- Created 5W Media Solutions to cater specifically to the aerospace and automotive manufacturing sectors.
- Led 5W team in business development and day-to-day function of the company including sales and marketing, accounting, strategic planning and project work.
- Worked closely with clients to develop public relations strategies across a variety of communication channels including news and trade media, broadcast outlets, social media, and public engagements
- Created newsworthy content for clients that generated marketplace discussion.

Business Writer and City Beat Reporter

December 2013 – November 2014

Community Journals – Greenville, South Carolina

- Contributed eight to ten articles each week for two print and online publications.
- Provided extensive coverage of the region's economic development, transportation, aviation, manufacturing and design industries.
- Managed social media platforms - Twitter and LinkedIn.
- Acquired an extensive contact list that included corporate leaders, civic leaders and top organizations (Upstate SC Alliance, SC Ports, Ten at the Top, Greenville Area Development Corporation, GSP International Airport, and BMW).

Staff Writer

June 2012 – December 2013

The Easley Progress, The Pickens Sentinel, and the Powdersville Post***Civitas Media [– Easley, South Carolina***

- Staff writer and weekly columnist completing 12 to 15 articles each week for three print and online publications.
- Social media management to connect and encourage feedback with readership including the use of Facebook and Twitter resulting in steady increase in virtual metrics and online subscriptions.
- Managed contact list of over 100 professional sources including state senators, corporate managers, and civic leaders. Created assortment of standard features highlighting community through writing and photography.

Freelance Journalist and Photographer

December 2007 – June 2012

- Held photographic press credentials for NCAA sporting events, professional baseball and promotional gatherings for organizations located in Greenville, SC, such as The Peach Center and Thornblade.
- Documented events for international corporations such as GE, Fluor Corporation and Berrang Inc.
- Provided copy and editing expertise to a variety of print and online publications including Go Magazine and the Relocation Guide.

EDUCATION**Kent State University**

2014

Master of Arts in Journalism and Mass Communication
Concentrated Studies in Public Relations