

JOE CLASS III

Director of Storytelling · Communications Leader · Nonprofit Copywriter

Jackson, MO · (Remote)

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PROFESSIONAL SUMMARY

Strategic copywriter and brand storyteller who has spent a career crafting content that moves people to act. Built and ran global communications for a mission-driven organization across a decade, overseeing donor engagement, content strategy, executive messaging, and brand voice. Published creative nonfiction author with work appearing in bioStories, and additional work submitted to SmokeLong Quarterly, Cincinnati Review, Image Journal, and The Sun. Blogger with 470+ essays in addition to email campaigns averaging 45–60% open rates. Brings the same discipline to a nonprofit donor report that he brings to a sentence in a short story: every word earns its place.

CORE COMPETENCIES

Copywriting & Storytelling: Narrative Development · Creative Writing · AP Style · SEO Copywriting · Content Creation · Brand Voice

Marketing & Communications: Email Marketing · Donor Communications · Press Releases · Campaign Messaging · Communication Strategy

Publishing & Literary Work: Creative Nonfiction · Flash Fiction · Memoir · Literary Journal Submissions · Book Proposal Development

Tools & Platforms: WordPress · Mailchimp · Microsoft Office Suite · Google Workspace · Social Media Management

Leadership & Strategy: Cross-Functional Collaboration · Editorial Workflow · Project Management · Messaging Workshops

PROFESSIONAL EXPERIENCE

Chief Storyteller

Jan 2020 – Oct 2022

Operation Snap Dragon — Orange, CA

- Implemented a company-wide storytelling framework built on a single-page narrative format, replacing dense operational reports with active voice stories that moved donors from informed to invested
- Developed donor communication templates adopted verbatim by Jesus Film Project, writing so distinct that colleagues recognized the voice in third-party reports
- Led a foundational U.S. prayer team, producing a confidential weekly prayer letter tailored to specific language communities and field needs, tracked via Mailchimp with open rates of 45–60%

Global Communications Director

Jan 2015 – Jan 2020

Operation Snap Dragon — Orange, CA

- Developed the executive summary format that became a company-wide standard, condensing 4–5 page operational reports into single-page, 500-word narratives in active voice
- Oversaw content strategy and communications for confidential global field operations, managing messaging across email and web while protecting the security of personnel and communities served
- Rewrote and voice-matched content for two published books highlighting language communities served, translating field reports into Operation Snap Dragon's distinct narrative voice

Field Producer & Content Developer

Sep 2013 – Jan 2015

Operation Snap Dragon — Orange, CA

- Authored field reports, blogs, and human-interest stories supporting active fundraising campaigns
- Managed pre-production and travel logistics for 30+ team members across multiple shoots
- Refined voice actor screening process, improving overall audio and narrative quality

NIDA Transportation Coordinator & Participant Tracker

Oct 2022 – Present

Gibson Center for Behavioral Change — Cape Girardeau, MO

- Coordinate logistics and participant communication across multiple federally funded research programs
- Draft scheduling documents and internal reports with accuracy and care for a vulnerable population

WRITING & PUBLISHING

Blogger & Essayist

July 2023 – Present

Five Minute Observations — [fiveminuteobservations.com](https://www.fiveminuteobservations.com)

- Published 470+ essays in active voice, narrative-first style on faith, community, and everyday human experience
- Ran Operation Snap Dragon Mailchimp prayer email: 204 campaigns, ~57 recipients, 45–60% open rates
- Developed 2026 content calendar and reshare strategy to expand subscriber growth

Memoirist

2024 – Present

Show Up. Stay. Risk It All. (In Progress)

- Completed full book proposal, including comparable titles, chapter synopses, query letter, and platform framing
- Voice comps: Bob Goff, Brian Doyle, Rick Bragg; audience comps: Barbara Brown Taylor, Kate Bowler

Short Fiction & Creative Nonfiction

2023 – Present

Multiple Venues

- "Winter Protocol" accepted by bioStories — creative nonfiction on a cold-weather shelter network
- Work submitted to SmokeLong Quarterly, Cincinnati Review, Image Journal, The Sun, Saturday Evening Post, EQMM
- "The Tortoise Was Doing 70" entered in the Tom Howard/John H. Reid Fiction & Essay Contest (May 2026 deadline)

EDUCATION

Bachelor of Science — Mass Communication

Jan 2003 – Jun 2007

Southeast Missouri State University — Cape Girardeau, MO

Concentrations: Public Relations & Creative Writing