

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 in bioStories. 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

- 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
- "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