

Joe Class III | Jackson, MO | joe_class_3@pm.me | (573) 579-8860 |
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Professional Summary

Strategic Copywriter and Brand Storyteller with 17+ years of experience crafting compelling content that drives audience engagement and elevates brand presence. Expert in translating complex ideas into persuasive, narrative-driven copy across digital, print, and multimedia platforms. Proven record of leading cross-functional teams, enhancing donor and customer communications, and building scalable storytelling systems that align with organizational goals.

Core Competencies

Copywriting & Storytelling: SEO Copywriting • Narrative Development • Creative Writing • AP Style • Content Creation

Marketing & Communications: Brand Messaging • Email Marketing • Press Releases • Public Relations • Communication Strategy

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

Leadership & Strategy: Team Leadership • Cross-Functional Collaboration • Project Management • Communication Planning

Professional Experience

Chief Storyteller

Operation Snap Dragon – Orange, CA | Jan 2020 – Oct 2022

- Developed and implemented a company-wide storytelling framework, resulting in a 40% increase in audience engagement.
- Transformed 40+ technical and operational reports into digestible, story-driven narratives for donors and the public.
- Collaborated with marketing and design teams to create impactful storyboards and campaign narratives.
- Conducted messaging workshops to align tone and brand voice across all internal communications.

Global Communications Director

Operation Snap Dragon – Orange, CA | Jan 2015 – Jan 2020

- Oversaw the global content strategy and copy development for website, email, and print marketing.

- Innovated donor communication templates, leading to a 30% boost in donor engagement and retention.
- Wrote executive briefings, speeches, and donor reports, maintaining consistency in tone and messaging.
- Protected sensitive content while streamlining editorial workflows under tight weekly deadlines.

Field Producer & Content Developer

Operation Snap Dragon – Orange, CA | Sep 2013 – Jan 2015

- Authored compelling field reports, blogs, and human-interest stories to support fundraising campaigns.
- Streamlined pre-production and travel logistics for 30+ actors, ensuring efficient scheduling and execution.
- Refined the voice actor screening process, improving overall audio and narrative quality.

Transportation Coordinator & Participant Tracker

Gibson Center for Behavioral Change – Cape Girardeau, MO | Oct 2022 – Present

- Coordinated logistics and communication for participant transportation across multiple programs.
- Drafted detailed scheduling documents and internal reports, showcasing strong organizational writing.
- Applied analytical problem-solving to streamline routes and increase service efficiency.

Education

Bachelor of Science – Mass Communication (Public Relations & Creative Writing)

Southeast Missouri State University – Cape Girardeau, MO | Jan 2003 – Jun 2007

Certifications & Licenses

Driver's License – Class E | Valid through Jan 2027

Blog

www.joeeclass3.wordpress.com