



MENDOZA CREATIVE

EXPERIENCE, CERTIFICATIONS, & SKILLS

Experience & Professional Certifications

1. Certificate in AI Marketing
Issuing Organization: Elvtr
Date of Completion: December 6, 2024
Instructor: Nicolas Darveau-Garneau (former Chief Evangelist at Google)
Focused on leveraging AI to optimize marketing strategies, audience targeting, and data analysis, this certification covers AI integration in marketing campaigns, enhancing creativity, and improving ROI through data-driven decision-making.

2. Certificate: Director of Content
Issuing Organization: Elvtr
Date of Completion: July 8, 2024
Details: Taught by Virginia Bryant (Director of Marketing, Brand, and Customer programs, Microsoft Security. Formerly Director of Customer experience at Github) May 2024

Focused on advanced content strategy, leadership in content development, team management, and cross-functional collaboration to drive brand growth and engagement across multiple platforms.

Experience

- 10 Years of Entrepreneurship (Founded, managed, and scaled two successful hair salons and a Barber Shop)
- 6 1/2 Years as Senior Director of Marketing
- 24 Years of Experience in Digital Graphic Design
- 5 Years of Video Production
- 9 Years of Professional Audio Production

SOFTWARE

GRAPHICS



Photoshop

Illustrator

InDesign

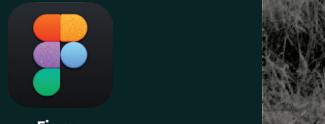
VIDEO



Premiere Pro

Final Cut Pro X

WEB



WordPress

Figma

Skills

- Creative & Brand Leadership
- Visual Identity Systems & Design Direction
- Cross-Functional Collaboration (Marketing, Donor Development, Programs, Leadership)
- Strategic Storytelling & Narrative Development
- Donor Engagement & Fundraising Communications
- Integrated Campaign Strategy (Digital, Video, OOH, Events, Earned Media)
- Content Strategy, Copywriting & Messaging Architecture
- Video & Multimedia Production (Concept through Execution)
- Crisis Communication & Reputation Management
- Design Systems, Brand Guidelines & Creative Ops
- Web, UX & Digital Experience Strategy
- Marketing Technology & Platform Implementation
- Data-Informed Creative & Performance Optimization
- Vendor, Agency & Production Management
- Project Leadership & Large-Scale Event Creative
- Entrepreneurial Leadership & Growth Mindset



I'm a Head-of-Creative-level leader with six years of experience scaling complex nonprofit organizations and a decade as an entrepreneur building brands from zero to traction. I've led brand, creative, and content strategy for Resonate Mission, City Center, and Able Inc., owning enterprise-level rebrands, donor engagement campaigns, integrated storytelling, and design operations supporting six-figure budgets, multi-campus initiatives, and tens of thousands of donors—while implementing technology and platforms to engage donors at scale.

I work cross-functionally across donor development, community engagement, food services, social enterprise, youth services, and programs to align mission, message, and execution. My focus is engaging donors through disciplined story, clear messaging, and the right mix of channels—digital, video, OOH, events, earned media, and donor communications—to drive trust, retention, and growth. This includes leading the full rebrand of Resonate Mission, a 75-year-old organization, and City Center, a nationally recognized, first-of-its-kind one-stop resource hub in the United States, along with award-winning crisis and brand campaigns recognized by Citygate Network.

My background as a founder shapes how I lead creative: move fast, build systems that scale, and design work that drives outcomes. I establish clear creative direction, create repeatable frameworks non-creatives can use, and partner closely with leadership to ensure brand, story, and execution stay aligned as organizations.

Joshua Mendoza
Prather, CA
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RECENT ROLE

Director of Marketing Print Theory | June 2025-January 2026

Led marketing strategy, brand direction, graphic design, and customer-focused communication for a high-volume printing and apparel company. Directed the redesign and rebuild of the Print Theory website, elevating user experience and simplifying the path from inquiry to production. Developed CRM communication flows and automated nurture pipelines that strengthen retention and deepen customer engagement.

Web: [Print Theory](#)

Currently in development

Professional Experience

Senior Director of Marketing - Fresno Mission | June 2019 - May 2025

Owned brand, creative, and donor-facing communications for one of the largest nonprofit organizations in Central California, leading marketing strategy, creative systems, and donor engagement across digital, print, video, and earned media. Directed a \$700K annual marketing budget and oversaw communications for 12,000+ active donors across multiple platforms, driving sustained growth, increased visibility, and national recognition.

/ Creative & Brand Leadership /

Led the full rebrand of a 75-year-old legacy organization, redefining visual identity, brand architecture, and messaging across programs, services, and public touchpoints. Established scalable creative systems, brand guidelines, and templates to ensure consistency and adoption across staff, leadership, volunteers, and partners. Served as executive advisor on brand positioning, storytelling, and organizational voice.

/ Donor Engagement, Storytelling & Growth /

Architected and executed a multi-year donor engagement strategy centered on story, clarity, and channel discipline. Implemented technology and platforms to modernize donor communications, improve segmentation, and strengthen donor journeys across email, digital, video, events, and direct mail. Increased digital fundraising revenue from \$280K to over \$1.2M annually through improved messaging, automation, and experience design.

/ Public Relations, Earned Media & Broadcast Communications /

Directed earned media and broadcast strategy securing local, regional, and national coverage through press, radio, television, and digital publications. Produced narrative-driven campaigns and event coverage resulting in national recognition, including features tied to major campaigns and an illustration in Ripley's Believe It or Not.

/ Cross-Functional Leadership /

Partnered cross-functionally with donor development, community engagement, food services, social enterprise, youth services, and program teams to align mission, message, and execution. Led internal teams and external agencies to deliver integrated campaigns supporting fundraising, program expansion, and multi-campus communications.

/ Direct Mail, Digital Experience & Campaign Execution /

Led acquisition, cultivation, and retention-focused direct mail strategies supporting general giving, recurring donors, capital campaigns, and seasonal fundraising. Built integrated donor lifecycle communications combining print, digital, and experiential touchpoints to increase retention and reactivation. Directed the redesign of FresnoMission.org, improving UX, navigation, and donor conversion paths. Led integrated campaigns across email, SMS, digital advertising, streaming/OTT, geofencing, content marketing, and events.

Professional Experience

(Fresno Mission Continued) / Event Marketing & Brand Experience /

Led brand identity, marketing strategy, and creative direction for One Table Fresno, a co-branded regional initiative with Central California Food Bank serving 5,000+ individuals annually. Following its success, owned creative and marketing execution for multiple large-scale community and donor-facing events over six years, collectively engaging more than 20,000 participants. This included concerts featuring award-winning artist Jordan Feliz, resource-driven outreach events, and fully livestreamed experiences during COVID to sustain donor engagement and mission visibility.

Designed and delivered end-to-end brand experiences across physical and digital environments, including environmental design, signage systems, print collateral, and integrated campaign assets. Focused on elevating donor, partner, volunteer, and participant experience year over year through consistent story, clear messaging, and cohesive execution.

Web: <https://fresnomission.org>

/ City Center / Brand Development, Launch & National Recognition /

Fresno Mission Initiative | 2021-2025

Led brand development, launch strategy, PR, partner communications, and digital presence for City Center, a nationally recognized, first-of-its-kind 9-acre, 180,000 sq. ft. shared-service campus uniting 15+ organizations focused on crisis recovery and family support. Directed the Grand Opening campaign, including the launch of the Residential Tower serving up to 450 individuals.

Built media strategy and partner alignment across nonprofit, civic, and community stakeholders, securing local, regional, and national coverage through press, broadcast interviews, and advocacy campaigns. Co-developed Conversations on a Bench, scaling it into a national Hunger & Homelessness Awareness Week activation with 25 rescue missions participating nationwide, earning national recognition.

Led strategy and information architecture for the City Center website to improve partner visibility, storytelling, and public engagement. Branded and launched EZ47 Coffee, a mission-aligned social enterprise, owning visual identity, brand narrative, and environmental experience.

Web: <https://citycenterfresno.org>

/ Mission Thrift (Retail Social Enterprise) /

Branded and launched the second Mission Thrift location, now Fresno's largest thrift store, leading interior storytelling, signage systems, and retail experience design. Directed donation and vehicle-donation campaign marketing to support social enterprise revenue growth and long-term sustainability.

Consulting Creative Director - Josh Mendoza Creative Studios | 2020-2025

Provided branding, visual identity design, web design, and video content development for nonprofits, service brands, hospitality businesses, and startups. Delivered strategic creative and campaign assets for clients including The Elbow Room, The Laundry Room, Martin Park, City Center, Fresno Mission, and Able Inc. Managed brand systems, campaign messaging, website builds, and multimedia content supporting growth, positioning, and digital engagement.

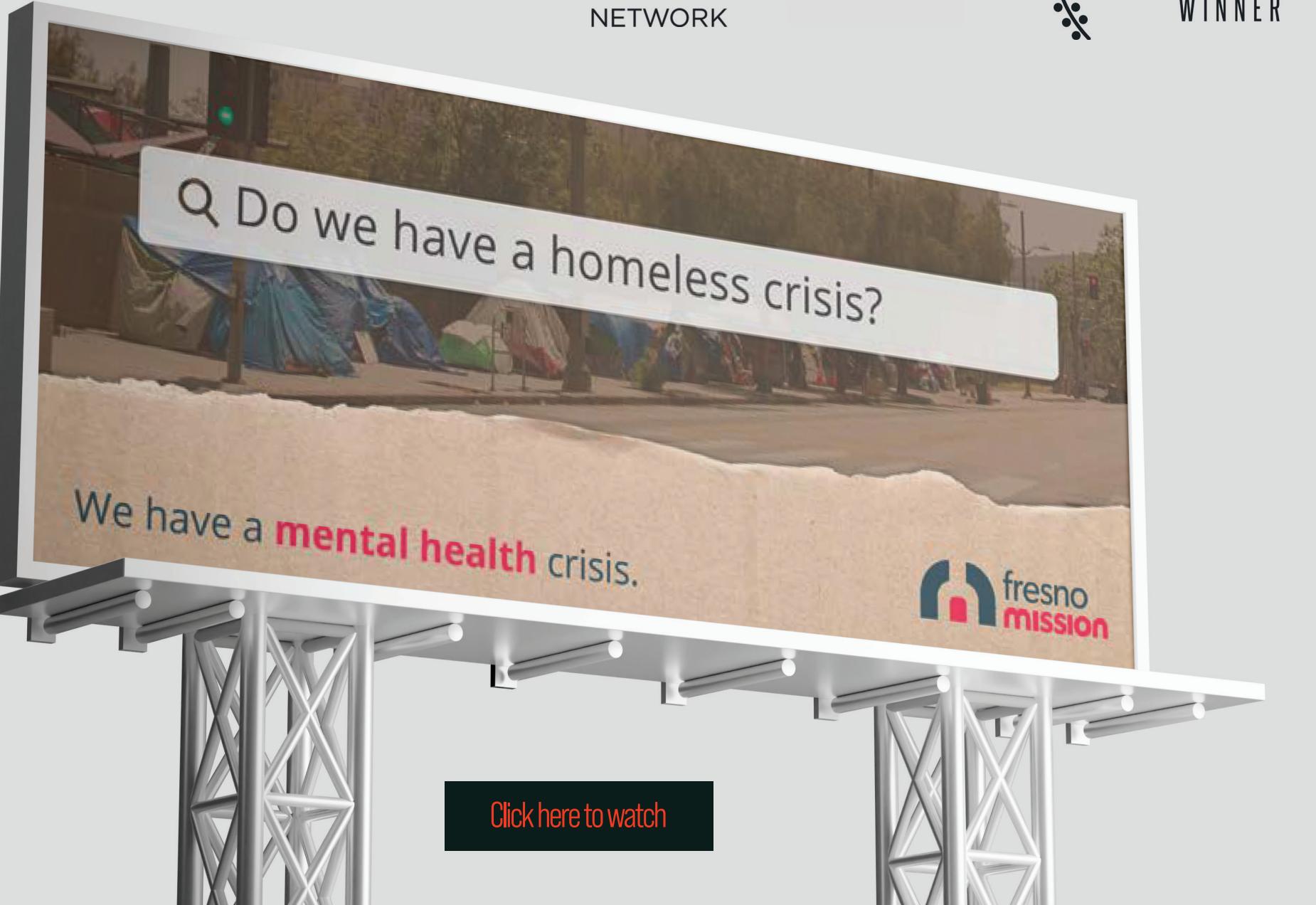
Owner, Operations & Marketing - The Dandelion Salon & BarberShop | 2014-2020

Owned and operated a dual salon-barbershop concept with 17 employees. Developed brand identity, customer experience processes, and digital communications. Created a proprietary online booking system and mobile app to streamline scheduling and customer retention. Managed retail product strategy, marketing campaigns, and web presence. Increased same-day appointments to 250 per month.

Owner, Operations & Marketing - J. Salon & Co. | 2009-2016

Owned a 22-station salon overseeing business operations, brand development, client experience, retail sales, and staff oversight. Directed marketing, website management, digital scheduling adoption, and promotional campaigns. Built vendor relationships, managed payroll, and established operational systems that supported long-term client loyalty.

CRISIS CAMPAIGN 2023

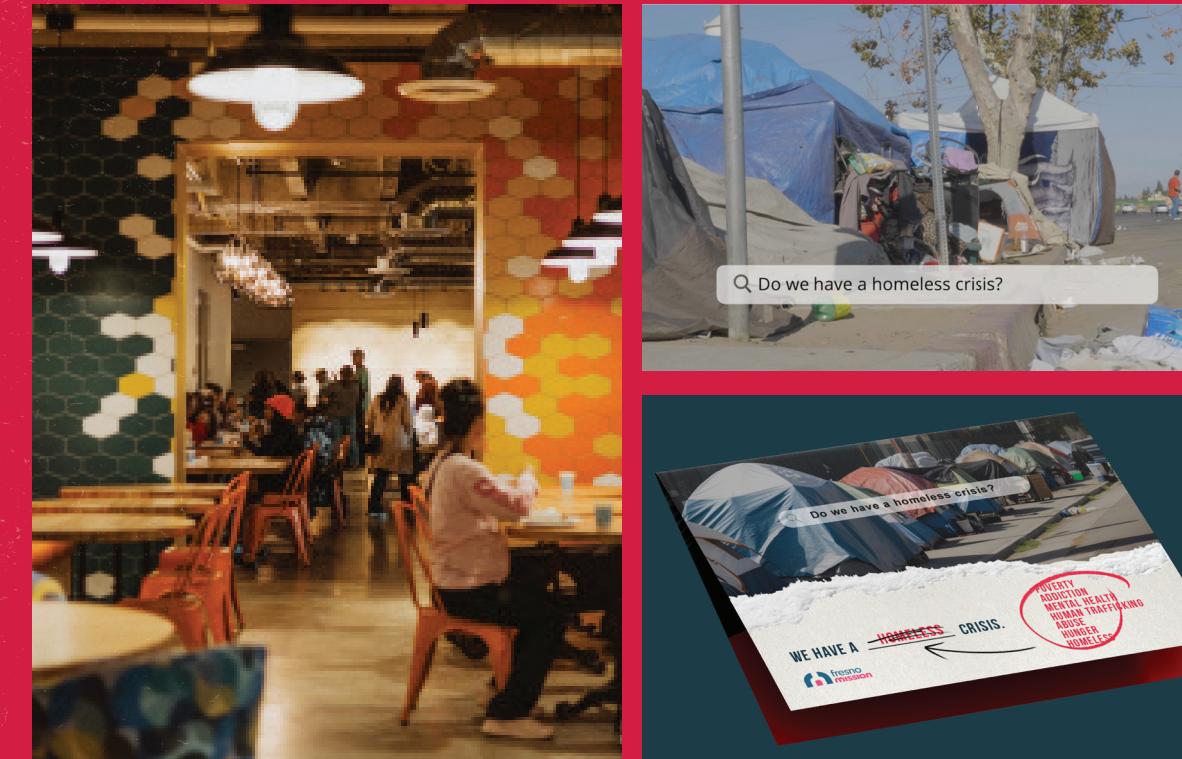


Filmed by
Justin Rosander
Josh Mendoza

Edited by
Josh Mendoza
Cale Freeland

Color & Audio
Justin Rosander

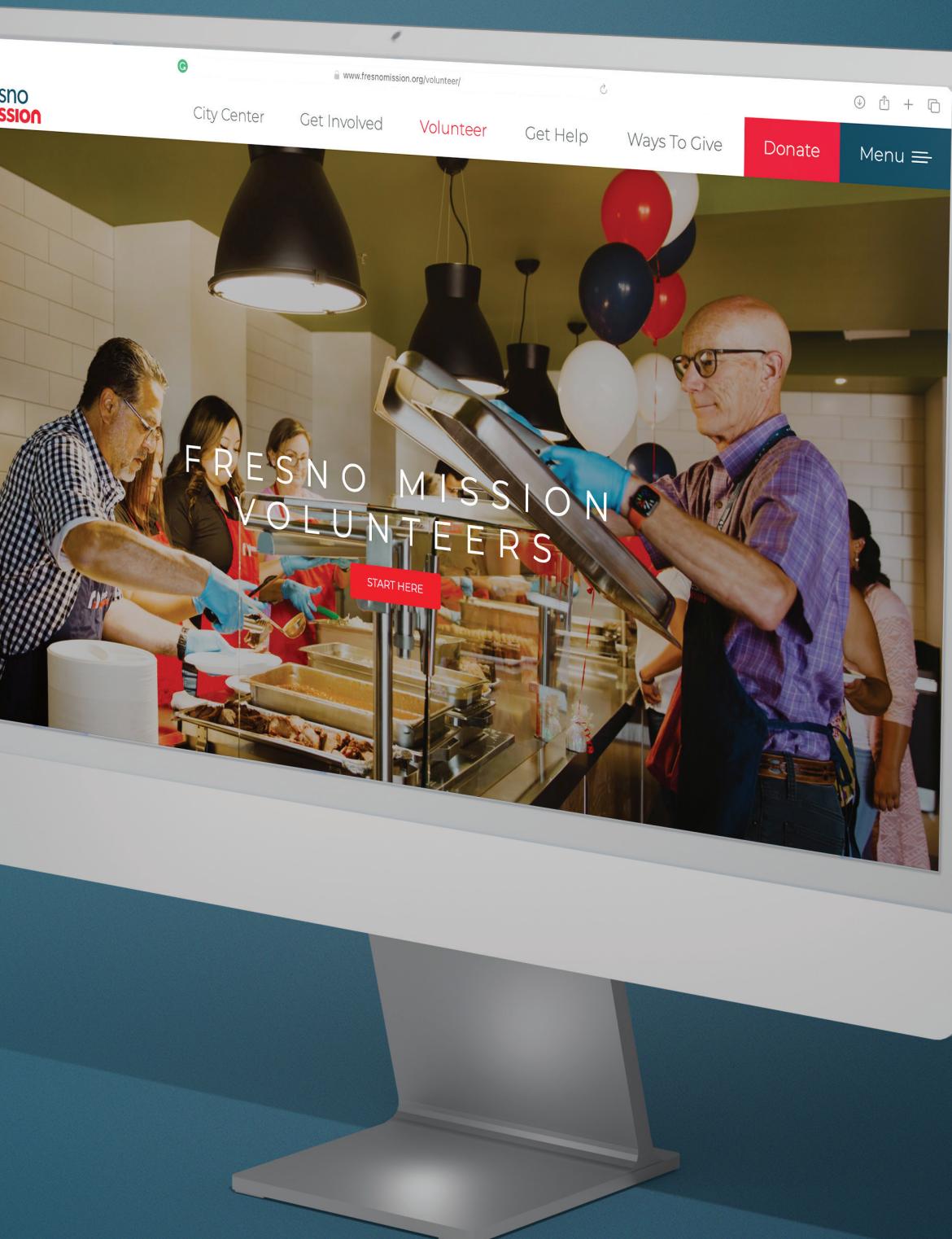
Produced by
Josh Mendoza



In 2023, we spearheaded the Crisis Campaign alongside the launch and soft opening of our 4th campus, strategically located at the newly renovated City Center. Our focus was on a holistic approach to assist those living on the streets, backed by provocative messaging aimed at drawing attention to this critical issue. This campaign shed light on the challenges we've observed throughout our 7-year history that are associated with factors contributing to homelessness. We promoted the collaborative efforts of City Center, which will house over 20 non-profits that will holistically help those struggling with life insecurities under one roof. With over 2,000,000 digital impressions and 8,000 mailers distributed, our integrated marketing efforts – including TV, radio, and billboard ads – contributed to the success of the largest 7-figure year-end push yet. Notably, our digital contributions soared to \$1 million, reflecting the community's overwhelming support. Our local campaign garnered national recognition, earning the Best Short Form Video award from the City Gate network, a prestigious acknowledgment within the RescueMission community across the United States.

WEB

I have experience in web design and maintenance, where I've helped guide projects based on data and user behavior. By analyzing web statistics, I identified the need for a mobile-first design system to improve user experience and engagement, while still ensuring an aesthetically pleasing experience on desktop. Although web design is not my primary specialization, I have developed a skill set in website maintenance and UX design, focusing on creating functional, user-friendly interfaces that align with a brand's identity and goals. My work in this area helps ensure websites are both visually engaging and easy to navigate across all devices.



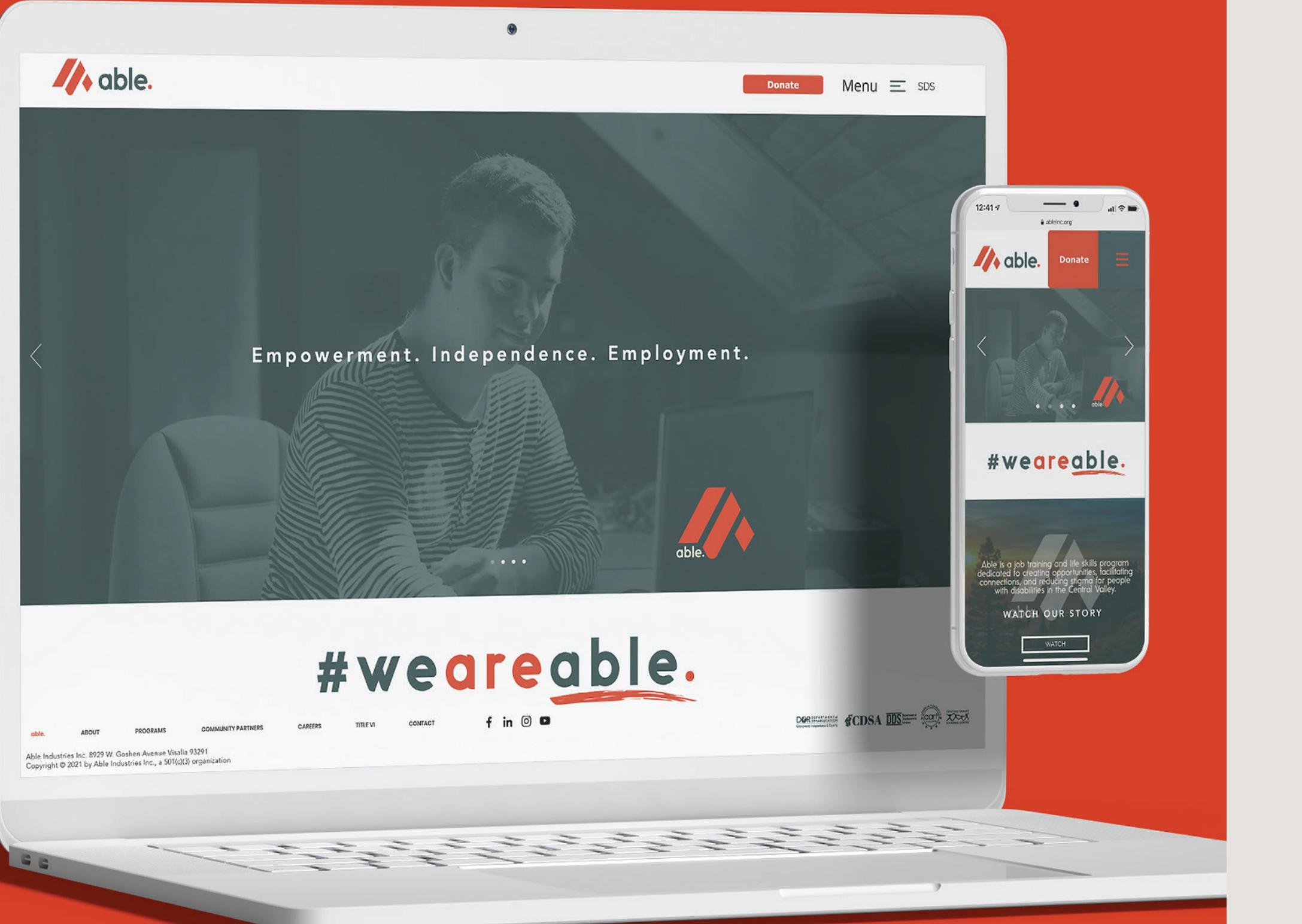
PRINT

With print, I showcase my expertise in managing direct mail marketing and overseeing creative concepts for a wide range of print materials. I specialize in crafting out-of-the-box, provocative designs that stand out above the rest in a busy market. My work spans from designing noticeable out-of-home (OOH) print campaigns, including billboards and buses, to producing event print collateral such as mailers, lookbooks, posters, and banners. In large format, I've created impactful custom wall wraps, wallpaper, and other large-scale prints that ensure a bold presence. This section highlights my ability to deliver eye-catching designs that capture attention and drive results across various mediums.









CAMPAIGNS & VIDEO

As the Director of Marketing, at the Fresno Mission, I highlight my work in conceptualizing and executing campaigns that aligned with the mission, ensuring consistency across all media channels. I led a talented team, including contractors, in producing engaging videos and visual content that not only told compelling stories but also inspired action and support from the community. These efforts resulted in some of the most successful campaigns to date, driving awareness, engagement, and growth across multiple platforms.

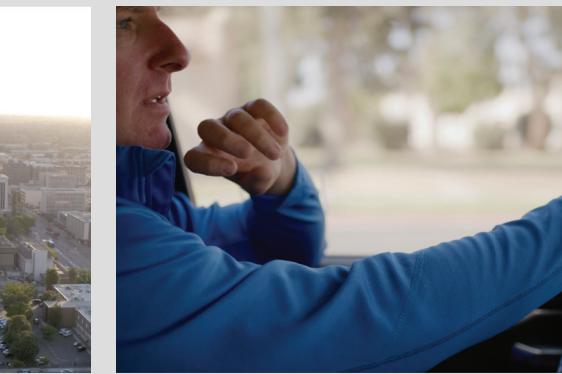
CITY CENTER LAUNCH CAMPAIGN

Web:
<https://www.citycenterfresno.org>



Following the groundbreaking ceremony for Fresno Mission's 4th Campus, City Center, our mission was to share the compelling story behind its creation. City Center stands as a pioneering response to a pressing national social challenge, earning acclaim as the recipient of the Best Long Form Video award from the City Gate Network. Since its soft opening, City Center has provided vital support to thousands monthly, offering a free-choice grocery store in collaboration with the Central California Food Bank and actively combating human trafficking through partnerships with dedicated organizations. As we anticipate its grand unveiling in late summer 2024, City Center will not only house over 20 non-profit organizations but also a 72-room, four-story residence building tailored to address the needs of the fastest-growing unhoused population: families. Through City Center, Fresno Mission reaffirms its dedication to comprehensive support for those in need.

Click here to watch









Mission Night Out 2023 was a dynamic concert event hosted by the Fresno Mission, featuring award-winning artist Jordan Feliz. The event embraced a bold Western desert theme, blending the classic feel of a 1960s Western with a modern twist to create a unique and immersive experience.

I led the custom event branding across all channels, ensuring consistent visual identity from digital promotions to on-site materials. The event was brought to life with engaging features, including a mechanical bull and BBQ catered by Fresno's BBQ royalty, Westwood BBQ.

The entire venue was transformed into a visual experience, with custom animation projected onto the side walls and immersive video content that captured the essence of the theme, adding to the ambiance and excitement of the night.

This project required a deep focus on creativity, attention to detail, and the ability to fuse modern design elements with vintage Western aesthetics for a memorable audience experience.





To commemorate the Fresno Mission's 75th anniversary, we developed a comprehensive branding package that captured the spirit of this milestone and reinforced the organization's legacy of impact. In addition to the event festivities, we were honored to feature special guest Ron Hall, author of **Same Kind of Different as Me,** who inspired attendees with his moving story of compassion and transformation. Our team managed the entire creative process, delivering a cohesive visual experience across various mediums and events, including video production and editing that highlighted the celebration's essence.

Logo & Branding:

We designed a custom anniversary logo that paid homage to the Fresno Mission's history while looking forward to its future. This branding was applied consistently across all event materials, including step-and-repeat walls, banners, and digital displays. These elements told the rich history of the Mission, with banners narrating key milestones and showcasing stories of impact, ensuring a unified theme that resonated with long-time supporters and new audiences alike.

Lookbook:

A special 75th anniversary lookbook was created, showcasing the Fresno Mission's legacy and achievements. The book featured high-quality images and stories that highlighted the lives impacted by the Mission over the decades, making it a treasured keepsake for attendees..

Video Production & Editing:

Our team produced and edited a series of videos that documented the Fresno Mission's journey over the past 75 years. These videos included interviews with key figures, event highlights, and powerful testimonials, providing a visual narrative of the Mission's enduring impact.

Postcards & Custom Cookies:

Custom-designed postcards were produced as part of the event's promotional materials, featuring the anniversary branding and key messaging. A unique giveaway—a custom cookie embossed with the anniversary logo—was offered to guests as a sweet and memorable reminder of the celebration.





BRANDING

In 2020, Mendoza Creative Studios was founded, drawing from my experiences at the Fresno Mission, where I built strong connections with a variety of non-profits, contractors, catering companies, coffee shops, salons, and other businesses. Since then, I've worked with a diverse range of clients, including being part of two major re-brands and a collection of startups that required complete brand identity development. I've helped shape their brand identities through impactful videos, engaging visuals, distinctive logos, event branding, interior design, and comprehensive marketing strategies.

Our projects have spanned from crafting vintage aesthetics to modernizing long-established organizations, creating unique visual stories for each. We've partnered with salons to not only refine their brand presence through sleek, contemporary designs but also to enhance their interior spaces, aligning the look and feel of their environment with their brand identity.

Additionally, we've developed event branding and marketing strategies that effectively engage target audiences, driving both awareness and growth. These collaborations have enabled us to elevate a variety of brands, helping them stand out and communicate their values in compelling ways across multiple touchpoints.



J. SALON & CO
EST. 2012



FRESNO, CA
EST. 1949
Landing
THE
CITY CENTER
2023



ECC







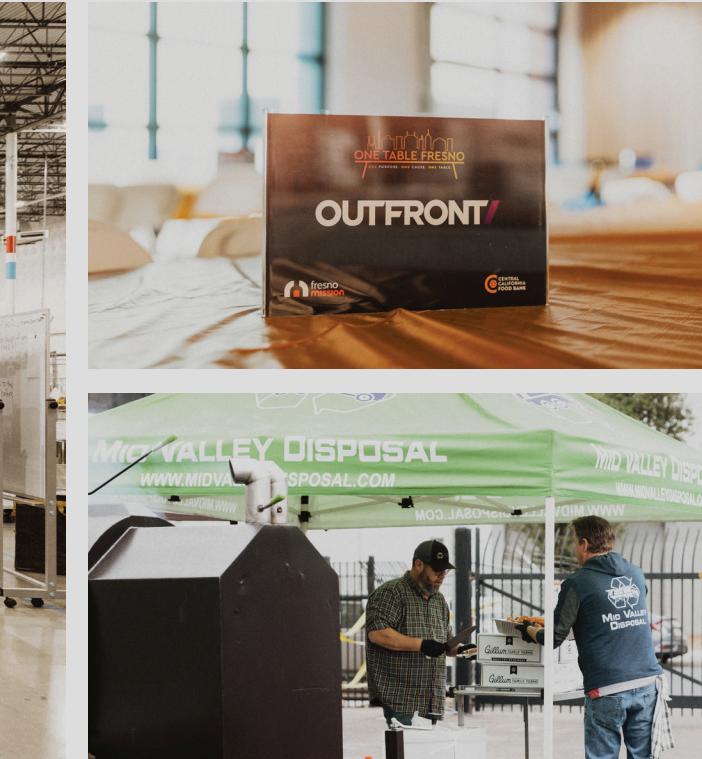
WORKMAN
GENERAL CONTRACTING®





BUSINESS PARTNERSHIPS

Web:
<https://www.fresnomission.org/businesspartnerships>



We launched the Business Partnerships program in collaboration with the Business Development department, aiming to cultivate meaningful relationships with new businesses aligned with Fresno Mission's mission, vision, and values. By leveraging insights from our partners, we developed a curated toolkit to facilitate the on-boarding process, showcasing various ways for businesses to engage with the mission and, in true partnership, highlighting the benefits Fresno Mission would provide in promotion, social equity, and the potential for new customers.

Our tailored informational folder outlines various engagement opportunities, encompassing events, sponsorships, in-kind donations, volunteering, and financial contributions. Since its initiation, the program has successfully brought on new businesses and foundations, including notable names such as Bank of America, Outfront Media, Amazon, and an incredible amount of local small business. This has led to an impressive \$2,000,000 in financial contributions over the past 2 years. These partners have also actively participated in our seasonal donation drives, significantly enhancing the impact of our programs. Through strategic partnerships, we optimize the reach and efficacy of our mission, ensuring that each contribution extends further to support those in need.



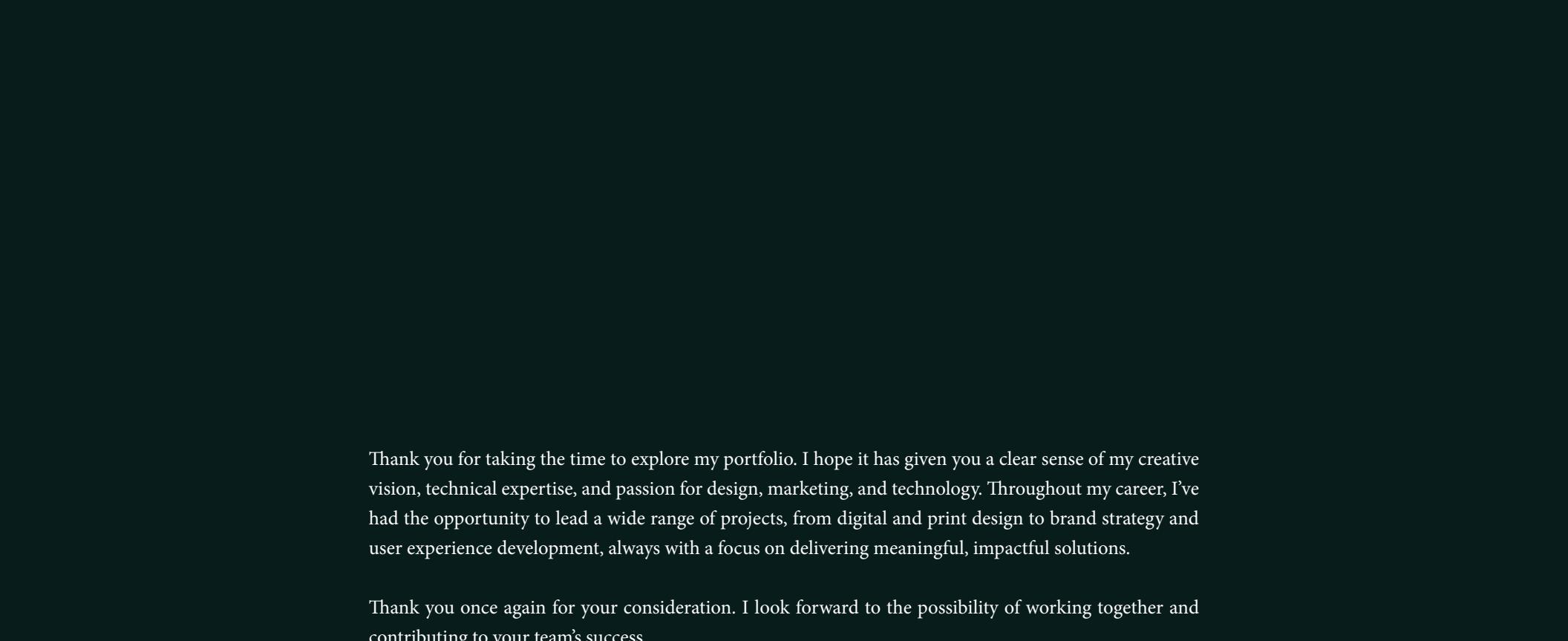
EZ/47, drawing inspiration from Ezekiel 47, sought a modern-vintage aesthetic for their coffee shop. Our team crafted a logo, brand identity, and guidelines with timeless charm, extending across coffee cups, stickers, and ongoing website development. The iconic coffee bean motif with a flowing river aligns seamlessly with their tagline, "Where coffee flows, there is life."

Our collaboration extended to vintage-themed custom wallpaper, meticulously crafted brand iconography, and a standout feature wall with a serene river scene and channel letter sign. Despite challenges, the rewarding journey concludes as EZ/47 Coffee Co gears up for a June 2024 opening. We take pride in playing a pivotal role in bringing their unique vision to life.









Thank you for taking the time to explore my portfolio. I hope it has given you a clear sense of my creative vision, technical expertise, and passion for design, marketing, and technology. Throughout my career, I've had the opportunity to lead a wide range of projects, from digital and print design to brand strategy and user experience development, always with a focus on delivering meaningful, impactful solutions.

Thank you once again for your consideration. I look forward to the possibility of working together and contributing to your team's success.

Kind regards,
Josh Mendoza

References:

Keith Stump - Executive Director Able Inc.
Former Supervisor at the Fresno Mission.
Phone: 517.898.9961
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Justin Rosander - Owner JSM Forensics
Former Business Partner
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Matthew Dildine- CEO Fresno Mission
Phone: 559.301.5160
Mdildine@fresnomission.org

Linda Leal - Former Staff /Co Worker
Phone: 520.539.9474

A large, hand-drawn red scribble or signature mark, possibly a redaction, located in the bottom left corner of the page.

JOSH MENDOZA RESUME / PORTFOLIO 2026

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