

JOSHUA MAYHEW

DIGITAL STRATEGY | WEB & PRODUCT DESIGN | SPORTS MARKETING

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PROFESSIONAL PROFILE

Valedictorian business graduate and multidisciplinary digital strategist with hands-on experience building websites, operational software, organic content systems, and stakeholder-ready marketing programs. Combines audience insight, visual communication, analytics, and practical execution across sports, nonprofit, hospitality, and local-business environments.

CORE CAPABILITIES

Strategy & marketing: Digital strategy, audience research, campaign planning, content systems, brand positioning, social analytics, performance reporting
Web & product: Responsive web design, front-end development, WordPress, UX structure, workflow design, database-backed product development
Tools: Adobe Creative Suite, Figma, HTML/CSS, JavaScript/TypeScript, React, Next.js, Prisma, PostgreSQL, Microsoft Office, Hootsuite

PROFESSIONAL EXPERIENCE

Strategy & Digital Marketing Consultant / Founder | North Standard • Orlando, FL • Feb 2025–Present

- Lead digital strategy and execution for sports, nonprofit, education, and local-business projects, translating open-ended needs into websites, content systems, audits, campaign plans, and operational tools.
- Built digital experiences for Athlete Connections Foundation, Florida Get Down, LifeSkills, and All Fundamentals; produced client-facing audits that prioritize trust, content clarity, audience pathways, and practical next steps.
- Planned and executed FABC showcase content strategy and live coverage, generating 3.03M organic views, 71.7K interactions, 2,127 new follows, a 2.37% engagement rate, and 1,918% YoY view growth.

Event Marketing & Strategy Coordinator | Florida Get Down • Orlando, FL • Aug 2024–Present

- Plan athlete-centered organic content, pre-event research, collaborative posts, real-time publishing, sponsor-conscious graphics, and native-analytics reporting for basketball showcases.
- Generated 3.1M+ organic views and 77K+ interactions across campaign proof sets; increased post views 505% YoY and established a repeatable workflow that saved the team approximately 15 hours.
- Independently designed and built the organization's WordPress website and reusable admin templates, improving event information, brand credibility, and staff-managed updates.

Club Level Food & Beverage Host, Disney College Program | Disney's BoardWalk Inn, Walt Disney World Resort • Lake Buena Vista, FL • May 2025–Jan 2026

- Represented a premium Disney hospitality brand in a high-standard guest environment, coordinating dietary needs, service details, presentation, and fast-paced lounge operations with consistent professionalism.

SELECTED PROJECTS

FGD E-Doc App | Product Designer & Full-Stack Builder • Deployed web application • 2026

- Designed and built a responsive agreement-operations platform using Next.js, React, TypeScript, Prisma, PostgreSQL, PDF tooling, Resend, Cloudflare R2, and Vercel.
- Created admin and signer workflows for reusable PDF templates, secure signing links, signatures and initials, rosters, status queues, reminders, completed documents, cloud storage, and Google Sheets mirroring.

Athlete Connections Foundation Website | Sole Designer & Developer • Custom HTML/CSS redesign • Launched Feb 2026

- Rebuilt the nonprofit website from scratch, reorganizing approved content and creating a clearer mission, program, donation, and participation hierarchy without outside design or development support.

EDUCATION & HONORS

Bachelor of Science in Business, Sports Marketing & Media Concentration | Full Sail University, Winter Park, FL | Feb 2025
Valedictorian, graduating class