

Joshua A. Lombino

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Professional Summary

Community and Marketing Manager with 5+ years of experience growing engaged communities through strategic marketing, local partnerships, and high-impact events. Experienced in leading campaigns, developing marketing systems used across multiple locations, and creating authentic member experiences that drive acquisition, retention, and brand loyalty. Skilled in content creation, event production, partnership development, and cross-functional collaboration.

Education

University of South Florida - B.A. in Integrated Advertising & Public Relations

Graduated May 2022

Professional Experience

Multi-Media Producer & Video Editor - FASTER Way to Fat Loss, St. Petersburg, FL, June 2022 - Present

- Produce, edit, and manage high-converting, multi-platform video content and digital media assets for large-scale digital campaigns.
- Collaborate directly with creative strategy and growth marketing teams to streamline asset execution, ensuring high brand retention across social and paid channels.

Community & Marketing Manager - VITAL Climbing Gym, New York, NY - November 2022 – July 2026

- Planned and executed community events, including West Harlem's first Redpoint Competition, holiday events, member socials, and community activations.
- Built partnerships with Manhattan businesses, schools, and corporate organizations to increase memberships and group bookings.
- Developed localized marketing campaigns across digital, print, email, and social channels.
- Designed creative assets for advertising, events, and member communications.
- Architected national marketing automation systems implemented across all VITAL locations.

Social Media Manager - C.1949 Beer Garden, Tampa, FL, July 2020 - May 2024

- Owned end-to-end content strategy, asset creation, and community management across platforms, consistently increasing digital audience engagement and footprint.

Graphic Designer - The SSL Store, St. Petersburg, FL, December 2021 - June 2022

- Designed multi-channel marketing assets, digital graphics, and promotional print collateral while enforcing strict brand identity guidelines.

Graphic Designer & Multimedia Producer - USF Bulls Media, Tampa, FL, August 2021 - May 2022

- Produced multimedia video campaigns and print/digital design assets to boost student engagement for campus-wide events.
- Managed technical event production setups.

Certifications & Technical Skills

Certifications: Adobe Photoshop (CC), Adobe Illustrator (CC), Adobe InDesign (CC)

Skills: Community Management, Videography & Video Editing, Social Media Management, Content Strategy, Event Production, Project Management, B2B Partnerships. Adobe Premiere Pro (CC) & After Effects (CC)