

JOSEPH SMALLWOOD



MAKE BELIEF®

What if there was a leader who could elevate your ideas and amplify your impact? Recognized for an unmatched vision and approach that set the expectation for great work, I make things and create experiences that go beyond storytelling or make believe, but drive real connection and value—and make our lives better—because they were designed to.

EMPLOYMENT HISTORY

Head of Experience, Communications & Marketing, Booz Allen Hamilton; Washington, DC — October 2021-May 2024

Advanced from Executive Advisor to Head of Group, Future of Work Program Lead, and Chair of inaugural Culture Steering Committee; Led strategic initiatives and operations of 35-person department, delivering on transformative initiatives for C-suite and achieving record financials of \$10.6B, (+15.2% YoY), hiring (100K monthly applications), and retention (86.2%); Directed \$1.6M operations and \$12M+ strategic investments, setting new standards of excellence for corporate culture, hybrid success, and employee engagement, flexibility, and wellbeing; Led the design and delivery of scalable, innovative solutions and campaigns, including multiple longitudinal studies, multi-day leader and talent development programs, award shows, summits, tours, expos, and fairs, and global broadcast events.

Streamlined digital messaging platforms, enhancing communication efficiency and achieving 85.2% (+7.2pts) employee experience satisfaction; Brand experience lead for the launch of multiple enterprise programs including Employee Communities, Technical Experience Groups, and New Hire Onboarding; Integrated enterprise DEI strategy with culture activation and influenced corporate policies, training, and performance management frameworks; Implemented corporate measures of effectiveness to demonstrate how investments performed against outcomes and priorities; Transformed team dynamics and operating model, fostering trust and collaboration, resulting in enhanced operations and exceptional client outcomes.

Founder | Chief Creative Officer, Bugle; Washington, DC — 2017-2022

Managed all business and client services, ensuring the agency's mission aligned with client goals; Fostered long-term partnerships with clients of every shape and size, at every level within their organizations, to solve business challenges creatively and enhance brand experiences, including The ALS Association, Booz Allen Hamilton, Covington & Burling LLP, Cvent, Dalo Shipping, DC Public Schools, and PenFed.

Achieved consistent year-over-year profitability, exceeding annual targets through strategic vision, creative solutions, and effective financial management leading to a 63% gross margin and \$900K annual topline growth; Administered all business and account financials; Established strategies, plans, and concrete steps to enhance the company's opportunities and enable the team to reach its highest level of success and potential; Serviced all human capital needs including recruiting, hiring, benefits and bonus, and training and development programs; Built relationships with network of key partners, stakeholders, and prospective talent to grow our diversity, capacity, and excellence; Successfully navigated process to become member of DCRA's CBE and Made in DC programs.

Chief Creative | Creative Director | Sr. Brand Strategist, Booz Allen Hamilton; Washington, DC — 2012-2017

Revolutionized Booz Allen's brand, communications, and digital landscape; Spearheaded an elite team of brand and marketing experts, driving award-winning campaigns; Managed a \$3.5M annual budget to craft impactful strategies, and launch pioneering storytelling initiatives, elevating brand value and driving a 25% increase in audience engagement.

Notable Achievements and Key Highlights Include: Chief Storyteller of Strategic Innovation Group, elevating perceived innovation rate by +20pts; Branded digital services portfolio, achieving 15% annual growth; Unified 50+ cyber units under a single narrative, surpassing hiring goals and reaching 6% growth on a \$1.1B revenue stream; Key figure in firm's Vision 2020, 100-year anniversary celebration, and Purpose/Values/EVP revamp; Orchestrator of annual leadership and innovation conferences and events like Summer Games, #WhatIF and Be Booz Allen; Led premier digital properties, INNOVO and ENVOI Articles, experiencing 180% growth; Drove diversity initiatives in talent attraction and retention strategies; Brand COP Chair, GLOBE Communications Chair; Corporate brand council and editorial review board member.

Communications and Brand Manager, Eidolon Data; Rockville, MD — 2011-April 2012

Communications lead for enterprise-level, multi-year software transition effort (ETS2), reducing errors, costs, and onboarding time for their customers; Advised clients on achieving business goals through brand and marketing solutions; Collaborated with stakeholders to refine vision and priorities, ensuring alignment and clarity; Conducted research and brand audits to develop and implement effective communication strategies; Produced campaigns and content for products, and aligned brand messaging with client goals, resulting in a 30% increase in brand recognition and purchase among 46 federal agencies.

Senior Account Executive, Reingold, Inc.; Washington, DC — Feb 2011-May 2011

Supported the woman-owned, full-service marketing agency in all business development efforts; Established and strengthened relationships with multi-level organizations to create new business opportunities and develop winning proposal strategies for governments, association, non-profit, and business clients, totaling over \$14 million in revenue.

Senior Communications Advisor, Barbaricum; Ft. Leavenworth, KS — 2008-2010

Advisor to the Deputy Commandant, Command & General Staff College and School of Advanced Military studies, enhancing the college's marketing, public affairs, media, and digital engagements; Developed communication strategies, speeches, and presentations for a five-year business plan; Implemented media training and spokesperson development programs, enhancing community trust; Prepared and presented regular updates to Senior Army leaders; Led the design and development of brand materials and campaign content; Doubled the revenue scope through strategic initiatives and directed corporate rebranding efforts.

Director of Studio Production | Post-Production Supervisor, Brave New Films; Los Angeles, CA — 2008

Pioneered a 35-seat facility expansion and integrated cutting-edge production tech for live web streaming broadcasts, enhancing social justice causes and campaigns; Directed studio crew for two weekly online shows, achieving measurable audience engagement; Supervised and mentored 15-member team, improving workflow and hardware, ensuring high-quality production; Managed budgets, planning, and hiring for two departments (studio and post), optimizing resources and team performance; Resolved creative and technical challenges, driving interdepartmental collaboration and innovation.

Senior Producer, Lincoln Group; Baghdad, Iraq — 2006-2007

Led the delivery of rapid development and production, enhancing client engagement and satisfaction in diverse international markets; Translated client objectives into multi-channel media, developing content for broadcast, events, print, and web, and achieving measurable engagement improvements; Managed and trained a multinational team, enhancing productivity and mission success.

Lead Creative, Apple Computers; Annapolis, MD — 2005-2006

Trained mid-Atlantic creative community on Apple products, enhancing regional skills and knowledge; Developed and pitched in-store marketing campaigns, driving customer engagement and sales; Led regional sales in hardware, software, and video solutions, boosting market presence; Expanded East Coast training programs, advancing team capabilities and outreach; Showcased Apple's editing technology at NAB convention, highlighting innovation NLE solutions.

Assistant Casting Director, Carlyn Davis Casting; Falls Church, VA — 2001

Produced actors for dozens of national, regional, and local film, commercial, theatre, and industrial performances, including *Tuck Everlasting*, two seasons of *Dawson's Creek* and local casting of ABC's *Wife Swap*.

EDUCATION

BA in English: Literature and Writing, University of Maryland Baltimore County, 2005

Candidate, BFA: Musical Theatre, Millikin University, Decatur, IL, 2001

HONORS & ACHIEVEMENTS

2020 International [MUSE Creative Platinum award](#); 2020 Gold [Sideshow, Film, St. Frank](#); 2018 [AIGA 50 award](#); 2016 Booz Allen Excellence Award Winner: Building A Culture of Innovation; 2016 [Telly Award Bronze: Decide](#); 2016 five-time winner, Hermes Creative; 2015 Telly Award Gold: We Call It Necessity; National Orphan Oliver Project Award

LINKS

[Personal Website](#)

SKILLS

Brand
Business Development
Client & Stakeholder Relations
Content Strategy & Development
Copywriting
Corporate Culture
Creative Direction

Digital Experiences
Events & Experiences
Innovation
Pitches & Presentations
Problem-Solving
Project and Program Management
PR and Media

Public Speaking
Research
Speechwriting
Strategic Communications
Strategic Vision
Talent Development
Video & Film