

Joshua Counter

Email: joshuamcounter@gmail.com | **Phone:** 303-242-4963

Portfolio: joshcounter.com

LinkedIn: www.linkedin.com/in/joshcounter

BRAND STRATEGY & CREATIVE LEADERSHIP

Senior brand and creative leader with 10+ years of experience driving brand strategy, creative storytelling, and integrated marketing campaigns across agency and in-house environments. Proven leader of teams, agencies, and complex initiatives, with deep expertise in brand coherence, campaign development, and cross-functional collaboration. Known for translating complex offerings into clear, compelling brand narratives.

CORE EXPERTISE

Brand Strategy & Positioning • Creative Storytelling • Integrated Campaigns (Paid / Owned / Earned) • Creative & Team Leadership • Agency & Vendor Management • Project & Program Management • Brand Governance & Standards • Budgeting & Forecasting • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Yellow Dog Creative — Marquette, MI

General Manager | Apr 2025 – Present

- Lead overall agency strategy and operations for a full-service marketing agency serving skilled trades and physical-operations-based businesses.
- Own brand and creative strategy across major client engagements, guiding campaign vision, positioning, and storytelling across channels.
- Lead and develop multidisciplinary teams while overseeing budgeting, forecasting, and vendor/contractor relationships.

Director of Project Management | Sep 2021 – Apr 2025

- Led delivery of integrated brand and marketing campaigns across video, digital, print, animation, and content.
- Partnered closely with creative leadership to ensure brand coherence, storytelling alignment, and high-quality execution.

- Built scalable workflows and resourcing models to support growth and on-time, on-budget delivery.

Gavel Marketing — Marquette, MI

Director of Operations | Sep 2021 – Jul 2024

- Led operations and campaign delivery for a brand-focused agency serving clients across the U.S. and Canada.
- Partnered with creative and strategy teams to launch large-scale, multi-channel brand campaigns.
- Oversaw budgeting, forecasting, resourcing, and agency workflows to ensure efficient execution.

Detroit Athletic Club — Detroit, MI

Assistant Director of Communications | May 2020 – Aug 2021

- Supported brand and communications strategy for a historic, member-driven organization.
- Maintained brand consistency across digital, print, event, and internal communications.
- Partnered with internal teams and external vendors to execute campaigns, content, and brand initiatives.

Creative Director | May 2016 – May 2020

- Led creative strategy and execution across marketing, digital, print, and experiential touchpoints.
- Managed and mentored creative team members while overseeing vendors and production partners.
- Owned brand standards, art direction, and creative quality across the organization.

Earlier Experience

Graphic Designer — Detroit Regional Chamber

Graphic Designer — FASTSIGNS

Senior Marketing Coordinator / Sign Shop Foreman — Vail Resorts

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Communications - Northern Michigan University