

Joshualyn Furby

Atlanta, Georgia | 404-919-0587 | www.jlynfurby.com

EDUCATION

Bachelor of Science, Exercise Science & Kinesiology (minor: Business Administration) | Georgia State University, Atlanta, GA.

Statistics, Business Law, Marketing, Accounting | Delta College, Saginaw, Michigan

Certification: CCAF via UNM | New Mexico, Industrial Security

WORK EXPERIENCE

Founder/C.E.O | American Kinetics LLC

May 2009 to Present

A full-service Minority Female, Veteran owned, Marketing, Media and Public Relations company that provides you with all the tools to meet and exceed your public relations, entertainment, media and marketing expectations

- Consult and provide strategic and targeted approaches to public relations, campaigns, media, and marketing, focusing on developing clients' businesses, brands, and attracting the right people.
- Influence and possess exceptional strategic advocacy and community-building skills. Through extensive collaboration with government entities, including the Georgia General Assembly and City of Atlanta, developed strong relationships with elected officials, community activists, and business leaders, and using such influence to navigate legislative processes, engage in town hall meetings, and foster positive relationships, and tackle multifaceted challenges of the justice system.
- Develops and executes promotional programs, message platform development, political/community campaigns, and marketing strategies.
- Established SoopaFitt Health and Wellness aimed to inspire individuals and families to embrace a healthy lifestyle, preventing lifestyle-related diseases, thus demonstrating a passion for social justice and community welfare.
- Leads public engagement efforts including healthcare initiatives, educational programs, and outreach efforts while actively identifying community outreach opportunities
- Oversees a team of staff working on project tasks, ensuring adherence to regulations and community standards.

Sales Manager | OneUp Innovations LLC, Atlanta, Ga

November 2002 to October 2005

- Spearheaded the national sales operations a health product company; Overseeing sales territory dynamics, specializing in foam finished products distributed to online and retail merchants, as well as collaborating with key distributors.
- Solely secured all leads for the business, demonstrating a proactive approach in expanding our customer base. This involved rigorous lead generation efforts and cultivating relationships with potential clients.
- Conducted sales seminars to educate clients on product features and benefits, contributing to a deeper understanding of our offerings and fostering long-term partnerships.
- Instrumental in achieving remarkable sales growth, as evidenced by a noteworthy yearly increase of over 300% in the last reported sales performance

Artist Manager Client | MaddHappi, Marietta, Ga

September 2000 to November 2002

- Managed a pivotal role in overseeing and guiding all facets of their professional journeys. This multifaceted position encompassed contract and business negotiations with fellow agents, comprehensive career development, advancement strategies, and meticulous financial management.
- Applied keen negotiation skills to navigate complex contracts and business agreements with other agents, consistently securing optimal deals and conditions on behalf of the artists.
- Led the comprehensive career development and advancement efforts for artists, employing a nuanced understanding of the music industry landscape, extensive industry networks, and sound business and management acumen.
- Leveraged excellent interpersonal and communication skills to foster strong relationships within the music industry, ensuring effective representation and positioning for artists.

- Provided a range of services, including career development, promo kit construction, street marketing and promotion, record label consultations, production services, booking, administrative support, and meticulous financial management.

Expense Payable Representative | Home Depot Corporate, Marietta, Ga

September 2000 to April 2001

- Managed financial operations, specializing in data entry and accounting procedures, which included the management of fixed assets using the PeopleSoft system. Concentrated in the international department, where I served as the dedicated account representative overseeing accounts related to Puerto Rico.

Member | United States Postal Service, Flint, Michigan

November 1998 to August 2000

- Managed efficient processing of letters, employing precise data entry skills using 10 keypads. Operated automated machinery for the processing of flat mail, where I actively engaged in initiatives to enhance delivery efficiency.

Area Manager | Ameritech SBS, Saginaw, Michigan

March 1995 to August 1998

- Effectively communicated performance expectations to the team, setting clear goals and standards for employee performance.
- Played a pivotal role in employee development by ensuring that team members possessed the appropriate skills and performance levels required for success.
- Identified and implemented opportunities to enhance operating efficiency, contributing to improved overall performance.
- Conducted training sessions on new products, policies, and procedures, ensuring that representatives were well-equipped to meet customer needs and company standards.
- Completed numerous training workshops in areas such as Consultative Skills, Situational Leadership, Managing for Performance and Results, Building High Performance Teams, and Conflict Resolution, showcasing a commitment to continuous professional development.

SKILLS

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| ● Legislative Support | ● Crisis Management | ● Critical Thinking |
| ● Community Outreach Initiatives | ● Contract Negotiation | ● Budget Development and Monitoring |
| ● Political Strategies | ● Financial Management | ● Program management |
| ● Stakeholder Management | ● Legal Research and Analysis | ● Healthcare Initiatives |
| ● Leadership | ● Communication Skills | ● Collaborative work |
| ● Charitable and Philanthropy Planning | ● Relationship building | ● Complex Problem Solving |
| | ● Media Planning and Promotion | |