

ADRIEL JOY THURSTON

MARKETING & CONTENT STRATEGIST | SOCIAL MEDIA DIRECTOR | BRAND STORYTELLER

Houston, Texas | ajoy@adrielthejoy.com | www.adrielthejoy.com

SUMMARY

Award-winning marketing professional with 25+ years of experience in copywriting, content creation, social media, event production, and brand storytelling. Expertise spans digital and print platforms, creative strategy, and team leadership. Proven track record of growing engagement, strengthening brand identity, and delivering measurable business results. Seeking to leverage diverse talents in a corporate environment to lead communications, content, and marketing initiatives.

PROFESSIONAL EXPERIENCE

Cadence Life Sciences — Content & Social Media Director 2024–Present

- Direct content strategy and creation across digital and print platforms, including website, email, social media, and marketing collateral.
- Manage Facebook, Instagram, LinkedIn, and YouTube accounts, increasing engagement and follower growth.
- Oversee design elements and collaborate with creative teams to ensure brand consistency across campaigns.
- Produce and distribute email marketing and print materials supporting promotions, events, and business objectives.
- Manage content calendars and analytics, providing quality assurance for all content and design.

Adriel Joy, LLC (A Joy Studios) — Founder & CEO 2011–Present

- Launch and manage marketing consultancy delivering copywriting, content creation, social media strategy, and coaching for entrepreneurs and brands.
- Drive ROI growth for clients by integrating branding, campaign strategy, and personalized coaching.
- Manage social media campaigns, content planning, and website copy for multiple clients, achieving measurable audience growth.
- Notable contracts: CORCORAN Prestige Realty (Marketing Director), EAT DRINK HTX (Social Media Manager), APLGO USA (Social Media & Copywriter), Chef Machete (Publicist), The Melody Maids Movie (Social Media Manager)

SPB Hospitality — Internal Branding & Communications Manager 2021–2023

- Developed and executed multi-brand communication strategies and marketing campaigns to boost awareness and loyalty.
- Produced publication-ready content including press releases, newsletters, media kits, and internal communications.
- Tracked campaign performance and identified PR opportunities, optimizing outreach strategy.

Zurvita — Director of Field Marketing 2013–2021

- Planned and executed marketing strategies for product launches and field-facing initiatives across multicultural markets.
- Managed integrated content calendars for webinars, field meetings, and digital campaigns.

ADRIEL JOY THURSTON

MARKETING & CONTENT STRATEGIST | SOCIAL MEDIA DIRECTOR | BRAND STORYTELLER

Houston, Texas | ajoy@adrielthejoy.com | www.adrielthejoy.com

Zurvita — Director of Field Marketing

2013–2021

- Produced sales tools and collateral to support teams, including social media campaigns, email communications, and digital assets.
- Monitored market trends and competitor activity to optimize marketing strategies and identify business opportunities.

Zurvita — Event Producer

2018–2021

- Produced large-scale internal and field-facing events, managing all content, live execution, and branded visuals.
- Collaborated with speakers and departments to design engaging presentations integrating video, music, and visuals.
- Maintained brand and quality standards across all event content and materials.

Zurvita — Director of Ministry Services

2018–2021

- Directed community outreach initiatives, providing essential support while expanding digital engagement through websites and social media.
- Designed and maintained content across platforms, increasing visibility for humanitarian projects.

AWARDS

MarCom Platinum Winner:

- Product Lookbook (copy/editing), Performance Labels (editing), SampleZealPlus.com (copy/editing)

MarCom Gold Winner:

- Zurvita Pledge Community Welcome (concept, copy), Business Continuity Plan (copy/editing), ZurvitaVirtual.com (event producer, content creator, copy/editing), Valentine GIF, Product Cards, Z-Mobile App, E-Commerce Website, Zurvita Giving Video

SKILLS

Digital & Content Marketing:

Copywriting, Social Media Strategy, Content Editing, Email Marketing, Brand Strategy

Creative & Design: Photography, Adobe Creative Cloud, Figma, Video/Audio Editing, Event Production

Technical & Tools: Microsoft 365, Google Workspace, PowerPoint, Keynote, Mac/PC Proficiency

Leadership & Communication: Public Relations, Creative Coaching, Communication Strategy, Public Speaking, Team Leadership

EDUCATION

Associates, Psychology
Austin Community College

2000–2002

ONLINE PORTFOLIO