

JOSHUA REIMAN



206.802.4134



reimancreative@gmail.com



San Francisco Bay Area, CA, USA



linkedin.com/in/joshreiman

joshreiman.com

EXECUTIVE - REGULATED INDUSTRIES, CREATIVE DIRECTION AND CONTENT PRODUCTION

Senior creative and brand storytelling leader with 15+ years directing multimedia content inside complex, high-scrutiny enterprises. At PG&E, one of the nation's largest utilities, I built and lead a content studio producing award-winning video, photography, and digital storytelling, with hero stories designed to travel across internal screenings, conferences, and film festivals to reach distinct audiences with one consistent voice. Deep experience translating technical work into human-centered narratives, directing in-house teams and agencies, and building editorial systems, production workflows, and AI-enabled processes that scale. Career spans regulated industry, global development, film, and tech.

KEY ACHIEVEMENTS

- Built content team from scratch to a 15-20 person multi-platform operation, delivering channel-specific content to distinct audiences
- 50+ productions and Webby, Telly, and Anthem Award-winning short brand films, establishing a distinct editorial voice across channels
- Track record of launching and growing high-impact brand and communications initiatives across regulated industries, international NGOs, and film and technology — consistently from concept to scale.
- \$11M budget deployed for international content programs, supervised 60+ staff, while managing governmental and multilateral relations

EXPERIENCE

Head of Communications and Content, Social Impact

PACIFIC GAS AND ELECTRIC COMPANY (PG&E) | Oakland, CA

2021-Present

- Lead brand and communications strategy for PG&E's social impact division, shaping organizational voice and narrative across owned, earned, and paid channels, as well as internal communications, for one of the nation's largest regulated utilities.
- Partner with senior executives on brand content, thought leadership, press releases and media, investor relations, and stakeholder engagement strategies, translating leadership priorities into consistent external narrative across media and owned channels.
- Launched pge.com/stories, reimagined and developed pge.com/giving, and built out a full social and YouTube editorial strategy, driving 90% new follower growth via targeted campaigns and measurably increasing brand affinity and internal engagement.
- Produce award-winning creative content — including 50+ digital videos and Webby, Telly, and Anthem Award winning films — by building and managing a scalable production studio of 15-20 ppl combining internal teams with external resources.
- Develop and execute crisis communications supporting PG&E's Emergency Operations Center, coordinating with executive leadership and cross-functional teams on public-facing messaging, inquiries, and stakeholder engagement during high-stakes incidents.

Brand and Communications Consultant

REIMAN CREATIVE | USA

2020-Present

- Provide brand strategy and communications counsel to executive leaders and boards across film, technology, and nonprofit sectors, advising on positioning, storytelling, and corporate partnership development.
- Planned, executed, and moderated events for *TechSalon*, successfully engaging global tech, business, and nonprofit leaders.

Director of Strategic Partnerships

SFFILM | San Francisco Bay Area, CA

2015-2019

- Built and led brand communications strategy for SFFILM, developing partnerships and multichannel campaigns that drove 400% corporate revenue growth and 21% annual organizational growth.

- Cultivated and managed high-value media relationships with major press, technology, and entertainment organizations — including CNN, HBO, Hearst, National Geographic, The New York Times, and WIRED — negotiating and executing multiyear agreements that elevated SFFILM's national profile.
- Directed a cross-functional team of 10, overseeing brand events, film promotions, executive stakeholder engagement, and P&L responsibilities across a growing communications function.

Regional Content Lead, Asia - Middle East

EQUAL ACCESS INTERNATIONAL | Afghanistan | USA | Yemen

2013-2015

- Led strategic communications and content programs across conflict-affected regions, directing country offices in Afghanistan and Yemen and managing high-stakes stakeholder relationships with the United Nations, Department of State, and USAID.
- Developed and executive produced social impact media across TV, film, and radio — administering an \$11M budget and supervising 60+ staff — operating under significant reputational, political, and safety pressure with rigorous editorial and quality standards.

Program Officer, Indonesia - Pakistan

INSTITUTE OF INTERNATIONAL EDUCATION (IIE) | Asia | Ethiopia | Washington, DC

2010-2012

- Managed strategic communications and stakeholder engagement across government, diplomatic, and NGO partners including the United Nations, US Embassy, and national ministries across three countries.
- Authored the IIE-Ethiopia Strategic Plan and oversaw \$10M programs in Indonesia and Pakistan, translating complex institutional priorities into actionable narrative and policy-facing communications.

Business Consultant, Corporate Social Responsibility (CSR)

CONFEDERATION OF INDIAN INDUSTRY (CII) | New Delhi, India

2007-08

- Built the CSR Center of Excellence from the ground up, developing its strategic framework and delivering executive-facing communications and workshops for senior executives from industry leaders, such as Cisco, BCG, Coca-Cola, Infosys, and Tata Group.
- Launched and produced two national CSR Summits, designing the brand presence, stakeholder engagement strategy, and cross-sector programming that established the events as credible national platforms.

EDUCATION

MA, Global Communication and Economics

GEORGE WASHINGTON UNIVERSITY

BFA, Public Relations, Advertising and Applied Communication

PACIFIC LUTHERAN UNIVERSITY

International Media & Communication Coursework

UNIVERSITY OF WESTMINSTER

SKILLS

Editorial Strategy

Corporate Storytelling

Narrative Strategy

People Leadership

Multimedia Content

Editorial Standards

Media Relations

AI-Enabled Content Production

Cross-Functional Leadership

Internal Communications

Crisis & Issues Management

Executive Communications

Content Strategy

Vendor & Agency Management

Stakeholder Engagement

Budget Management