



PROFESSIONAL DEVELOPMENT DAY

# INNOVATION AMPLIFIED

## *POWER YOUR POTENTIAL*

FEBRUARY 2, 2024



**Joshua Scheinblum**



**Feed the Beast: How to Win On Social Media With Engaging, Kickass Content**





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## **Joshua Scheinblum**

### **Five Seasons Media**

Josh Scheinblum is the owner and Chief Creative Officer of Five Seasons Media (FSM), an Iowa-based social media marketing and video production agency. With a background as an Emmy and Edward R. Murrow award-winning photographer and on-air reporter, whose stops in television included the CBS Evening News with Katie Couric and KCRG-TV (ABC) among others, Scheinblum brings a wealth of storytelling experience to FSM. In his current role, Scheinblum oversees a team of social media marketers, photographers, and communications professionals, ensuring that FSM is at the forefront of the industry. Under Scheinblum's leadership, FSM has become one of the most impactful social media agencies in the country, receiving myriad national and regional awards for their work on behalf of clients. Scheinblum has been recognized as an expert in social media marketing by many local and national news outlets. Guest appearances include Newsmax TV, Real America's Voice News and the Iowa Business Report. Scheinblum is a married father of three who resides in De Witt, Iowa.