

## **Brand Strategist, Creative Leader & Marketing Architect**

Mission-driven creative strategist, marketing, and brand executive experienced in tailored branding and digital marketing strategies. Skilled in leading in-house and agency teams in cross-functional collaboration. Strengths range from creative leadership to strategy development and management. Dedicated leader with exceptional communication and creative problem-solving skills.

## **Experience**

---

VANDEBLOEMEN

HOUSTON, TX

### **Vice President, Marketing**

**2021 — CURRENT**

Part of the executive leadership team, gave oversight to all digital marketing, content marketing, and to ensure the company meets all required targets. Worked with the CEO to lead the staff and drive collaboration across the organization.

- Revamped email newsletter resulting in a 300% CTR increase
- Increased social media engagement by 50%, reach by 300%
- Revenue grew by 13%

VICTORY CHURCH

ATLANTA, GA

### **Executive Creative Director**

**2011 — 2021**

Subject expert, appointed to lead all creative, digital and marketing functions of the most multi-cultural church in America. Responsible for moving from a print emphasis to a digital first focus. Responsible for the leadership and development to collaboratively ideate, design, develop and distribute campaigns, products, and events.

- Realized first year cost-effective strategy savings of \$3M+
- Experienced an increased weekly attendance by 50% over 10 years
- Grew creative and marketing from 6 to 21 professionals, transitioning to an award-winning in-house firm
- Recognized increased giving by 25% by moving giving online
- Social media increases of 15,000+

HOLY COW

ATLANTA, GA

### **Founder & CEO**

**2004 — 2011**

Developed branding and marketing solutions to the niche market of churches and non-profit organizations through consulting, design, digital strategy, and logo development.

- Won 2008 Gold Addy Award for Crosspointe.org web design and development
- Several logos published in "Design: Logo: An Exploration of Marvelous Marks, Insightful Essays, and Revealing Reviews".
- Featured in Fox News and published in LA Times for work connected to "The DaVinci Code".

CHURCH MARKETING SUCKS

ATLANTA, GA

### **Creative Director**

**2006 — 2010**

Served on leadership team to align the brand look with content and design. Collaborated on all aspects of product development, communication, strategy, and growth. Drafter and published for the award-winning blog.

- Created an online community of 7,000+ creatives
- Served as guest speaker at Cultivate, Echo, Story, and HOW Conference
- Published in "Outspoken."
- Regularly voted "Best Blog" for church communications.

BOLGER & BATTLE

MIDLAND, MI

### **Client Manager**

**2002 — 2004**

Led first profitable site for firm, connecting with clients for development of creative briefs and working with design and copywriting to ensure all campaigns delivered excellence and exceeded expectations. Retained 100% of clients.