

JOSEPH R. MYERS

PASSIONATE LEADER

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ABOUT

Accomplished, passionate leader recognized for organization maturation prowess and building numeric and core strength through strategic vision casting, consistent and innovative storytelling, and effective team strategies. Proven measurable success capturing market-share resulting from balancing collaborative infrastructure, automation, and creative human resourcing

COMPETENCIES

- › Strategic Planning and Visioneering
- › Organization Management
- › Dynamic Motivational Speaker
- › Team Blueprint and Development
- › Ideation/Innovation/Entrepreneur
- › Effective Change Management
- › Close Executive & Community Relations
- › Strong Relational Work Ethic
- › Creative Messaging & Direction

EDUCATION

JOHNSON BIBLE COLLEGE, Knoxville, TN

B.S., DOUBLE MAJOR IN COMMUNICATION
AND BIBLE
ORDAINED MINISTER

CINCINNATI ACADEMY OF DESIGN, Cincinnati, OH

ASSOC. DEGREE, GRAPHIC DESIGN

PUBLICATION

- › **The Search to Belong:** Rethinking Intimacy, Community, and Small Groups, Zondervan, 2003
- › **Organic Community:** Creating an Environment Where People Naturally Connect, Baker, 2007
- › **The Justice Project,** Baker, 2009 - Contributor
- › **Post-Evangelical,** Zondervan, 2003 - Contributor

EXPERIENCE

2016 - Present

MALICK MEDIA

Director of Media | Marketing | Communication

Bottom line: Develop and implement robust systemic tools for a dynamic/creative work flow, success and failure analysis, and clear, concise messaging. Lead an innovative team that delivered strong, motivational messaging media from conception to multi-channel delivery schemes.

The details:

- › Produced multi-channel distributed content including video, print, and social media assets
- › Implemented a process guiding clear marketing solutions and furnishing the team with a common language
- › Designed and built live stage and set dress functioning for both broadcast and live applications
- › Brand protection and application across partner relationships
- › Managed all web site and social media assets across partner relationships
- › Guided writing team developing TV and Film scripts
- › Directed weekly video and live broadcast production
- › Wrote all marketing and script copy including headline, instructional, motivational, news, and social
- › Developed and ghost wrote book and study guide publications
- › Responsible for film and broadcast studio upgrade purchases, commissioning, and usage
- › Worked alongside lead pastor partner to develop sermon series titles and clear messaging strategies

2015 - 2016

HARVEST CHURCH

Connections Pastor

Bottom line: Design, develop, implement, and maintain a strong Small Group system that grew from 70 groups to 350+. Led marketing and creative team boosting online social media engagement from 2500 to over 40,000 in a targeted geographic and social-graphic area. Improved video venue UX and UI through targeted community building and technology.

The details:

- › Developed, produced, directed, 10 sermon-based video curriculum for Small Group system
- › Created a Grab-Gather-Grow strategy that engaged over 100% of weekly attendance into Small Groups
- › Designed and implemented community group system starting over 50 video-based groups outside the church system
- › Implemented new production processes and design templates to decrease curriculum costs by 80%+
- › Directed and scripted online video advertisements increasing media engagement
- › Developed a design process and schedule to deliver a consistent quality and brand for in and out of house graphics.
- › Video-based set design for effective framing.

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DIRECTION/PRODUCTION

Commercials

- › Cookies, Crafts, and Carols with Philip
<https://vimeo.com/148281778>
- › Pack the Pantry-commercial
› <https://vimeo.com/143908044>
- › 10,000 Eggs
<https://vimeo.com/159252893>
- › Easter Commercial
<https://vimeo.com/158948143>

Worship

- › Hand Me Downs-Worship
<https://vimeo.com/user3640729/review/125104322/db207cd6e7>
<https://vimeo.com/user3640729/review/125104329/bd75bc1cff>
- › Harvest Worship-Brave
<https://vimeo.com/156151071>
- › Quest for Life-Worship
<https://vimeo.com/user3640729/review/137426212/576264490e>

Small Group

- › Hand Me Downs-Trailer
<https://vimeo.com/122665801>
- › You can't do life alone-Youth
<https://vimeo.com/151823586>
- › Hand Me Downs post series testimonies
<https://vimeo.com/144510630>
- › Hope Rising-Donuts
<https://vimeo.com/137271998>
- › Propel
<https://player.vimeo.com/video/134230035>

SPEAKING SAMPLES

- › Sermon
<https://vimeo.com/159205359/a7b1ffd24d>
- › Small Group Quick-tip
<https://vimeo.com/139628848>

2002 – Present (Founding Owner)

TURNKEY CONSULTING (DBA FRONTPORCH CONSULTING), CHICAGO, IL Principal Consultant and Founding Owner

Bottom line: A guide to for-profit and non-profit organizations as they reframe their mission generating new insights and strategies in light of generational behavioral trends and provide coaching and expertise throughout the assessment, planning and storytelling process. Led a variety of creative teams working in marketing, print media, curriculum design, video, event planning, and other initiatives to meet project objectives and ensure consistency to mission.

Clients include: NFL Films; ESPN; ESPN Films; Leo Burnett; The Parable Group; Several of Outreach magazine's fastest growing and largest churches; City of Columbus, OH; City of Cincinnati, OH; City of Pasadena, CA; Geocommerce; Lifetogether Ministries

The details:

- › Led change management initiatives through brainstorming, storyboarding, designing action plans, and producing supporting marketing and communications
- › Developed customized plans for raising the level of capital to resource strategic plans, designed capital campaigns from \$10,000 to \$10 million, connected with the broader community to build momentum, and trained coordinating teams
- › Taught leadership, organizational development, cultural trends, building design, and community building
- › Designed, developed, and implemented a tool to assess community and belonging among participants and organizational teams
- › Developed generational research tools, analyzed data, designed generational matrices and used findings to create communication and marketing tools
- › Shaped new analytic tools to assess communication and motivational match with projected audience
- › Produced and directed a variety of events including the John Wooden Award at the NCAA Final (2000-2006), the Bart Starr Award at Super Bowl XXXI, and the Simple Complexities Conference in 2006

2013-2014

TRINET INTERNET SOLUTIONS, IRVINE, CA Senior Account Director

Bottom line: Led and managed a number of teams to build long-term client relationships and grow new business while improving overall quality for a national Internet solutions firm.

The details:

- › Led major account development with a focus on maturing large account relationships resulting in long-term retainer contracts.
- › Managed the New Business Development team including hiring and evaluations, developed reporting systems, and created an effective cold-call process. Led the Marketing, Direct Design, and Strategic Business Case Development teams with a focus on consistent brand message and campaign development, design direction, online marketing initiatives, client communication and presentation, oversight of all marketing campaigns, and development of a strategic road map to deliver effective ROI.

2010-2012

PROMARK FINANCIAL SERVICES, SANTA ANA, CA COO/President

Bottom line: Directed operational effectiveness as well as sales and branding

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initiatives resulting in significant growth and a term as acting President of the organization.

The details:

- › Developed a sustainable financial budget and managed all operational responsibilities while identifying the resources and methods needed to reach goals. Implemented LEAN principles. Established work-flows, systems, and company-wide procedures.
- › Designed and directed a new ID system and brand strategy for company and subsidiary companies.
- › Led a national sales force of independent agents; grew sales force and increased sales revenue 24% yearly.
- › Coordinated a stable of companies to maintain a steady cash flow and generate new product.
- › Directed on target markers to accomplish market readiness and release. Accomplished a 90% on-target release date goal
- › Developed sustainable support systems for start-up tech/mobile companies, all of whom released product within an eight-month process.
- › Developed a board system as acting President.

1990 - 2010

SETTINGPACE (SP), LLC, CINCINNATI, OH
CEO/Founding Owner-Sold 2010

Bottom line: Created and built successful publishing services company in the K-12 educational publishing arena developing textbooks and teacher resources from conceptualization through the writing, editorial, design, and implementation process.

Clients include: The McGraw-Hill Companies; Pearson Education; HRW; McDougal (HMH); and School Specialties. The company grew to five domestic offices (Cincinnati, Columbus, Chicago, Winona, MN, and Agoura Hills, CA) and two in India.

The details:

- › Created and communicated the mission and vision of the organization, formulated the cultural blueprint, and identified strategic partnerships.
- › Researched and analyzed the marketing environment and developed a marketing action plan. Developed a strong brand and managed all aspects of brand implementation. Directed art and media departments, graphic designers and media developers.
- › Coordinated all sales efforts around state textbook adoption schedules. Researched emerging markets and teaching pedagogies; proactively identified and developed business in new markets within the educational sector.
- › Maintained strong relationships with all major clients and kept them apprised of new trends in the market.
- › Identified goals, objectives, methods, and resources needed to complete projects within mandated time-frames; established work-flow, systems, and procedures; allocated and monitored resources.
- › Managed relationships with banking institutions, investors, attorneys, accounting firms, and state government textbook adoption committees.
- › Formulated and implemented the company's outsourcing plan, including traveling to and developing relationships with Business Process Outsourcers (BPOs). Created a preferred BPO list, developed training programs and expectation plans for suppliers, and maintained an sP offshore office in India.