

jordanpfowler

Jordan P. Fowler
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CAREER SUMMARY: Creative Director and Marketing/Communications Specialist possessing a unique combination of creative, managerial, and analytical skills. Ability to envision the big picture with detail orientation to put legs to the vision. Strong capabilities in designing and implementing effective marketing solutions, strategic communication and programming. Proven ability in designing organizational processes for explosive growth.

Executive staff member providing directional leadership to a 3,000 member organization

- Grew membership 386%
- Increased giving revenue 409%
- Developed ideas into concrete systems and processes
- With architects, designed a 50,000 square foot state-of-the-art presentation facility, completed in 2010
- Marketing director of \$10 million dollar capital campaign
- Designed systems and processes to insure a greater percentage of prospects converted to active members
- Founded *The Clinic* which annually attracted 1,000+ students for leadership development
- Led a department overseeing 7 paid staff and 150+ volunteers

Chief Strategist and Creative Director for print, multimedia and electronic communication

- Initiated comprehensive marketing strategies including print, billboard, web, video, displays and radio
- Created a social media presence and authored content on Twitter, Facebook, Flickr, Vimeo, and blog accounts
- Scripted, directed and produced video curriculums to further organizational vision
- Lead Writer and Editor for web, articles and print
- Created a tips, tools and best practices leadership blog recognized by *Leadership Journal* as top 5 most helpful

Consultant to for-profit and non-profit entities

- Developed marketing and referral generation systems
- Created social media presence and websites centered on core message
- Clarified companies' branding and imaging strategies
- Provided leadership development training for clients' staffs
- Created business processes to maximize growth and efficiency

International Experience

- Created economic distribution channels for Vietnamese artists desiring access to American markets
- Initiated a project to capture minority indigenous Vietnamese music before it became a lost art form
- Executive Committee Member of *The Global Faith Forum* featuring key government officials, diplomats, and religious leaders from around the world discussing faith and civic responsibility
- Led 11 humanitarian trips to Vietnam

Artist

- Executive producer and musical producer of three albums
- Published songwriter and touring musician
- Designed weekly presentations featuring multisensory experiences including graphics, video, music, stage design and verbal presentation
- Supervised a team of artists and technicians who executed weekly presentations to audiences of 1500+

WORK HISTORY

jordanpfowler Consulting
Founder and Strategist

Keller, TX
2010–present

NorthWood Church
Pastor of Teaching & Creativity
Pastor of Creative Communication & Worship
Pastor of Worship

Keller, TX
2010–present
2003–2010
1998–2003

Prologue Group
Founder and President

1991–1998

EDUCATION

Southwestern Baptist Theological Seminary
Master of Divinity with Biblical Languages

Fort Worth, TX

Stephen F. Austin State University
Bachelor of Arts in Humanities

Nacogdoches, TX

REFERENCES

Provided upon request