

John Smith

Web and Marketing Pastor

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Los Angeles, CA
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Summary

Results-driven Web and Marketing Pastor with 8 years of experience in creating and implementing effective online marketing strategies, leading to a 35% increase in church attendance and a 50% growth in social media followers. Proven track record of developing and executing successful digital campaigns, with a strong focus on community engagement and outreach.

Experience

Web and Marketing Pastor

New Life Church, Los Angeles, CA, Jan 2018 - Present

Leading the development and implementation of online marketing strategies to increase church attendance and engagement. Responsibilities include managing social media accounts, creating and publishing content, analyzing website analytics, and collaborating with the pastoral team to develop effective outreach programs.

- Developed and executed a social media strategy that resulted in a 200% increase in followers and a 500% increase in engagement
- Created and implemented a website redesign project, resulting in a 25% increase in website traffic and a 30% increase in online donations
- Collaborated with the pastoral team to develop and execute a comprehensive outreach program, resulting in a 20% increase in church attendance
- Analyzed website analytics and social media metrics to inform marketing decisions and optimize campaign performance

Marketing Coordinator

Hope Church, New York, NY, Jun 2015 - Dec 2017

Assisted in the development and implementation of marketing campaigns to promote church events and services. Responsibilities included creating and publishing content, managing social media accounts, and analyzing website analytics.

- Assisted in the development and execution of a marketing campaign for a church-wide event, resulting in a 50% increase in attendance
- Created and published content for social media accounts, resulting in a 100% increase in followers and a 200% increase in engagement
- Analyzed website analytics to inform marketing decisions and optimize campaign performance
- Collaborated with the marketing team to develop and execute a comprehensive marketing strategy

Education

Skills

- Digital Marketing
- Social Media Management
- Website Development
- Content Creation
- Analytics and Reporting
- Team Management
- Communication
- Community Engagement

Languages

English, Native
Spanish, Fluent

Certificates

Google Analytics Certification

Google, 2018
Certification in Google Analytics, demonstrating expertise in website analytics and data analysis

Facebook Marketing Certification

Facebook, 2019
Certification in Facebook Marketing, demonstrating expertise in social media marketing and advertising

Awards

Excellence in Marketing Award

M.Div.

Fuller Theological Seminary, Pasadena, CA, 2010 - 2012
Master of Divinity, 3.5

B.A.

University of California, Los Angeles, Los Angeles, CA, 2006 - 2010
Bachelor of Arts in Communication Studies, 3.2

National Association of
Church Business
Administration

2019

Awarded for outstanding
achievement in marketing and
outreach

Best Website Design Award

American Church Website
Design Awards

2018

Awarded for excellence in website
design and development

Hobbies

Reading

Hiking

Volunteering