



Joe Woolworth

EMAIL

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WEB

<http://marketingjesus.net>

Profile

I am a creative and detail-oriented person experienced in graphic design and brand management. I also create web sites using best practices in CMS (content management systems), SEO (search engine optimization), SEM (search engine marketing such as Google AdWords), and social media marketing. I am experienced in live video production, video editing, and motion graphics. I am also an pro blogger at marketingjesus.net.

Education & Credentials

North Central University, Minneapolis, MN --- Bachelors of Arts, Student Ministry. 2003

Skills

Creative and marketing strategist. Video production, motion graphics, branding/identity, graphic design, live video and social media rock star, HTML, CSS. I am an expert in Wordpress as CMS. I am currently [certified by Google Analytics \(IQ\)](#) and understand best practices of curating content.

GRAPHIC DESIGN- Specialize in identity and brand management for small businesses and non- profits. I design creative print materials, including large format, in vector format.

VIDEO - I take videos from storyboard to completion using industry leading equipment. I understand best practices in lighting, camera work, mixing, and sound. I edit video in linear and nonlinear systems and compression for multiple formats.

LIVEVIDEO & SOUND- Intimate knowledge of live video and best practices in lighting and keying for live media. Experienced on pro-audio gear, mixers, effects processors, crossovers, and DMX lighting controllers and fixtures.

Software

I currently work with the following programs on Mac:

- Adobe Creative Suite Master Collection CS6, Microsoft Office and iWork

Experience

VIDEO PRODUCTION, HOPE COMMUNITY CHURCH - October 2010 - present
Develop and lead in the creation of mission aligned videos, vision and implementation of strategy in cooperation with ministry leaders also served on the communications team during this time.

FOUNDER, LEAD DESIGNER, RELEVANT MEDIA SOLUTIONS - 2007-2012
Take projects from concept to completion, balance multiple projects and deadlines, work with clients until project is market ready, design all types of print and promotional materials, code and design web sites, social media marketing, manage online presence and maintenance, consult on marketing and brand management techniques.

MEDIA & TECHNICAL DIRECTOR/YOUTH PASTOR, CHURCH OF THE CROSSROADS, CORINTH, MS 2007-2010
Mentor media team for video, lights, sound, and graphic design. Design & print all print material. Maintain web site and general brand management. I also lead the youth, college, and 25-35 year old departments. Manage multiple ministry budgets. Organization is an interdenominational church of 1,000-1,500 people.

YOUTH PASTOR, CALVARY HARVEST CHURCH, GURNEE, IL 2003-2007
Led youth ministry & interns and did graphic design. Planned and executed ministry events..Also led college aged ministry. Trained volunteers. Led song service.

Online portfolio at <http://joewoolworth.com/category/portfolio>