

James Gibson

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PROFESSIONAL SUMMARY

An adaptable and resilient professional with experience in, Communication, Media, and Executive Leadership working directly with individuals to ensure satisfaction, maintain growth, and increase overall organizational success.

Public Relations
Time Management
Event Planning

Intuitive Learner
Communication
Continuous Improvement

PROFESSIONAL EXPERIENCE

Dark Sky Media *Owner*

Flint, MI
June 2022-Present

- Actively managing 7 business social media platforms (i.e. hair salon, restaurant, IT company, etc.)
- Monitor platforms for mentions and messages, engaging with users by responding to comments in a timely manner.
- Create visually appealing, relevant, and interactive content for digital media across all businesses using Adobe editing software. (i.e. Photoshop, Lightroom, etc.)
- Create marketing initiatives for all businesses to maximize growth and presence marketing.
- Provide monthly analytic reporting to each business to see how each post has tracked against other posts locally and regionally.
- Shoot and edit reels for commercials advertising various aspects for the local business.
- Increase monthly follower engagement on the businesses existing social media platforms.
- Manage paid ads across multiple platforms using geofencing and locations services.
- Use current trends and practices to maximize organic reach along with paid ads.
- Create Google review campaigns to increase reviews at each business.

Benjamin Moore, The Paint Centers *Marketing Manager/Store Manager*

Grand Blanc, MI
October 2021-Present

- Oversee and maintain all social media platforms such as Facebook, Instagram, and TikTok while responding to customers questions and needs.
- Create visually appealing, relevant, and interactive content for digital and printed promotional material for the company. Sales ads, email campaigns, company website, signage in all stores, etc.
- Work with local media to create TV and Radio ads.
- Created a Google review campaign to increase reviews at 6 different locations.
- Work with local Chambers of Commerce for the company to be involved with community events. (i.e. expo events, community outreach, sponsorships, parades etc.)
- Created marketing initiatives for new store openings.
- Consult and manage a marketing team for maximum efficiency—mailing list creation and maintenance, monthly mailings, and email.

Pentecostal Church of God
Communications and Media

St. Johns, MI
April 2016 – June 2020

- Created an initiative which helped the organizations 55 churches in the development of websites, social media platforms, on-line advertising and building presence. Their international headquarters later introduced this initiative for their 6000+ churches around the United states and throughout the world.
- Responsible for effectively directing an internship program that trained individuals with a 90% placement rate.
- Generated sponsorship revenue for the organization's camp programs and conferences to maintain low registration cost. This led to a 50% increase in attendance to the organization's programs.
- Designed and maintained the organizations 3 websites and developed social media platforms for each department including Facebook and Instagram.
- Increased monthly follower engagement by approximately 65% on the organizations existing social media platforms.
- Developed and utilized an email database to communicate and advertise to constituents through an online marketing tool.
- Created online forms for individuals to register for summer camp programs, conferences, and managed online payments for those events.
- Created visually appealing, relevant, and interactive content for the targeted market using various design tools such as Photoshop for on-line posting and printed promotional material.

Victory Tabernacle Church
Communications and Youth Development Director

Dowagiac, MI
May 2005 – April 2016

- Managed conflict resolution among members of the church and community which resulted in positive relations in both groups.
- Overseen and managed departments logistics for maximum efficiency—mailing list creation and maintenance, monthly mailings, and email.
- Created and managed a team for monthly community events which led to return volunteers and event growth.
- Designed and maintained the church website and developed Social Media platforms for each department.
- Produced a weekly radio broadcast using audio editing software and advertised through local businesses and Social Media platforms.
- Created weekly printed material and signs using Adobe which were used in church services and throughout the facility.
- Networked community programs as an event planner and had 75% participation from community leaders and churches.

Blue Moon Ice Cream
Owner

Flint, MI
May 2004 – May 2005

- Researched product offerings and competition to develop effective branding strategies.
- Promoted brand awareness through Social Media platforms and web design.
- Managed financial and business operations, including payroll, daily deposits and cost controls.
- Continuously evaluated business operations to affectively align workflows for optimal area coverage and customer satisfaction.
- Developed visually appealing menu graphics and created new recipes.
- Recruited and hired talented staff to fill vacancies.
- Increased revenue and sold business for a 200% profit by creating a product well received by customers.

EDUCATION

Southwestern Michigan
Associates of Arts, Social Work

Dowagiac, MI
May 2016

REFERENCES

Tyler Storey
810.772.8139
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NetXpress
Business Sales Representative

Randy Lawrence
417.291.1733
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Pentecostal Church of God
National Youth Director

Rev. Tim Craft
517.290.9882
timandpeggy@yahoo.com

Glad Tidings Church
Pastor