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A highly qualified communications director, web manager and graphic design pro with proven success in the nonprofit sector is seeking to provide creative leadership that best utilizes his content development/strategy skills, print and web design expertise, and organizational/management skill while supporting meaningful contributions to the creative environment and success of the team and customer.

2021-Present
President/Chief Creative Officer
Harrell Design LLC

After several years of planning, launched Harrell Design LLC, a specialized design agency effectively providing existing and new clients:

- Development of strategic communications plans;
- lead generation with the creation and implementation of dynamic social media content/campaigns;
- curation, development, and building of outstanding business brands;
- development of attention-grabbing and memorable slide decks;
- logo design;
- print or digital newsletter;;
- website design.

2020-2021
Citygate Network
Director of Communications

Director of Communications charged with sharing Citygate Network's story and relating the work of member missions and ministries to the church and public at large. Produced the products and vehicles to provide member organizations with insight, inspiration, and notification, with the purpose of making them more effective and respected in their local communities while becoming more engaged with Citygate Network's programs, products, and services.

2003-2020
The C&MA
Web Manager
Brand Manager
Senior Designer

Rose from senior designer to brand manager, innovatively taking C&MA brand into digital context resulting in a complete website content and strategy overhaul within a 6 month timeframe. Lead team of 5 web professionals through major corporate web expansion, successful app development and additional website(s) deployment for subordinate organizations.

1999-2003
Barnstorm
Creative Director

Contributed to the growth of the agency from \$250K to \$750K annually within a 3 year timeframe. Developed solid communications matrices with design team and account team to serve existing client base while taking on new clients and scaling the company's success.

1994-1999
Focus on the Family
Associate Creative Director
Art Director

Beginning as an art director supporting inner office teams and initiatives, demonstrated growing design skills and collaboration with writers, print buyers, and account executives resulting in promotion to ACD. Expanded in team leadership and coaching skills as ACD.

TECHNICAL PROFICIENCIES

Adobe In-Design CC
Adobe Illustrator CC
Adobe Photoshop CC
Coda 2
Procreate

REFERENCES

Available on request



Jan 2020-Sept 2021
Citygate Network
Colorado Springs, CO
Director of Communications

Charged with telling Citygate Network's story of member missions and ministries to the church and public to garner increased support of every kind and elevate the brand of Citygate Network. Also responsible for producing the products and the vehicles that give member organizations insight, inspiration, and notification, to make them more effective and more respected—even admired and esteemed—in their local communities, and more engaged with Citygate Network's programs, products, and services.

Highlights:

- Collaborated with team to develop and maintain COVID-19 member comms to include webpages and regular information delivery;
- Explored and implemented an entirely virtual event experience utilizing Whova, Zoom, and Vimeo in March 2020 when the pandemic made gathering in person impossible.
- Restarted a social media program to include a new Instagram strategy and LinkedIn posts.
- Collaborated with team members to establish measurable analytics of email campaigns using proprietary CRM software
- Suggested implementation of Google Analytics code to enable granular tracking of site traffic and campaign tracking.

Responsible for:

Awareness:

- Regularly monitor news outlets for breaking stories about rescue missions and similar ministries; become increasingly knowledgeable about government affairs as they relate to issues our members face

Digital Media:

1. External - Write and edit press releases, op-ed articles, PSAs, serve as liaison to media and information requests, and direct story placement.
2. Internal - Write and/or edit regular eblasts (newsletters, business member ads) to members, promote events, news items
3. Electronic publications - Solicit event notices and relevant items of interest from staff and members; research and write blurbs for the bi-weekly newsletter; schedule, build, and produce landing pages for email newsletter releases; work with the team to support business and mission members to design, program, troubleshoot and send business member eblasts

Jan 2020-Present
Citygate Network
Colorado Springs, CO
Director of Communications
(CONT.)

4. Social - Research, write, and establish a daily schedule of relevant and engaging media posts for Instagram, Facebook, Twitter, and LinkedIn; analyzing posts and tweaking messaging for maximum efficacy.
5. Website - Responsible for content, look, and feel of the website

Print Media:

- Collaborate with President and/or managing editor to plan each issue of *Instigate* magazine; work with managing editor establish editorial/production calendar; work with managing editor to solicit writers, rough edit material submitted for publication; solicit art/photos for cover features and participate in the selection of art for spreads; collaborate to secure advertising space

Events:

- Collaborate with President and director of member engagement to manage print and electronic promotion of *Annual Conference and Exposition, DC Forum, CEO Summit*, and other events to potential vendors/sponsors/attendees;
- Photograph and/or video recording of events for promotion; ensure appropriate press coverage is available as needed;
- Manage and monitor event apps (Whova) during and after applicable events

Surveys:

- Schedule, create a questionnaire and mail a link to members for the annual *Snapshot Survey*.
- Work with a company to analyze the results of the Snapshot Survey and create comparative data that members can use in their local communications.

2008-2020 Exercise discretion and responsible judgment as Web Manager for the official web site of the C&MA under the direction of the Director for Digital Media
The C&MA
Colorado Springs, CO
Web Manager

Responsible for:

1. Managing the content and technical aspects of www.cmalliance.org while also supporting auxiliary websites (Alliance Life, Alliance Youth, CAMA, Envision, Great Commission Women, MyCMA), monitoring style and editorial quality of site content and directing overall design/user interface for the site.
2. Creating or soliciting content for www.cmalliance.org.
3. Managing schedule for updating information, working with divisions of headquarters to develop new ideas for presenting information.
4. Keeping current on technical issues related to the Internet and informs others as needed.
5. Maintaining the integrity of the Web site design and testing for usability.
6. Working with new directors and managers to develop possibilities for ministry through the Web and informs on functions of the Web site.
7. Monitor target audience through research, surveys, and personal contact. Prepares reports detailing website user statistics. Maintains contact with Web constituency through regular email correspondence. Initiates new project ideas and product improvement plans to increase usability.
8. Works with marketing manager in promoting Web sites to C&MA constituencies and other groups. Manages placement of content boxes to promote events and key C&MA functions and resources.
9. Prepare reports for the divisional leadership team and other meetings as requested.

2003-Present As the owner of my own freelance business, I am keenly aware of the needs of the small to large business owner. Each project is approached on an individualized basis—each need is reviewed and a plan of action is decided upon. Your design and marketing need is wholly connected to your client, and an off-the-shelf-solution will NEVER get you the kind of response you desire. My years of experience are at your disposal to make sure the dream of your company's success is realized.
HARRELL DESIGN
Owner

2007-2008 Communicate brand strategy to National Office leadership and acts as the key contact for issues related to brand implementation. o Provides continuing training on brand implementation.
The C&MA
Colorado Springs, CO
Brand Manager

1. Direct implementation of brand across all media channels.
2. Manage design processes for brand strategy and develop/update brand guide.
3. Provide creative design for brand development processes

2003-2008 Facilitate internal and external communication to insure final project meets or exceeds the desire and needs of the client
The C&MA
Colorado Springs, CO
Senior Designer

1. Design and occasional copy writing for all clients assigned
2. Interaction with client and/or team leader to insure even distribution and adherence to ministry brand and identity
3. Persistent adherence to production schedule once established with client
4. Print buying and regular interaction with outside print vendors

1999-2003 Contributed to the growth of the company from \$250,000 annually to \$750,000 annually within a 3 year timeframe
Barnstorm Visual
Communications
Colorado Springs, CO
Creative Director

1. Responsible for project fulfillment of job from concept to print
2. Responsible for client communication throughout life span of the project
3. Estimated hours for job using proprietary software; gaining approval of and adherence to the estimate a priority
4. Daily responsibilities included but were not limited to
 - creative direction, design and copywriting for all clients assigned
 - facilitate internal and external communication to insure final project meets or exceeds the desire and needs of the client
 - interaction with account executive and client as well as other creative directors to insure even distribution of workload
 - establish and execute creative/marketing strategy; schedule adherence; interaction with print vendors

1996-1999 Lead the creative team that consisted of an art director, two designers and a copywriter. Daily responsibilities include but are not limited to
Focus on the Family
Colorado Springs, CO
Associate Creative director

1. Creative direction for all clients assigned to team

2. Regular interaction and collaboration with account executives
3. Leading of creative brainstorm sessions
4. Execute and establish creative strategy maximizing a measurable response
5. Administration of corporate policy and procedure
6. Schedule adherence for self and team for department tracking purposes
7. Annual evaluation of team members

1994-1996 Design brochures, logos, sales materials. Art direct photo shoots.
Focus on the Family Book premium page designs, newsletter design, ministry marketing
Colorado Springs, CO campaign execution, product development, direct mail campaigns, and
Art Director magazine marketing. Supervised the technical artist position

1992-1994 Art Directed photo shoots on location in the U.S. and Canada for Family
IFE/The Family Channel Channel movie productions. Worked with Art Director and Copywriter
Virginia Beach, VA to create and produce sales and support materials for the Ad Sales and
Assistant Art Director Affiliate departments within IFE. Ad sales material included Advertising
Sales Kits, National and International trade ads and collateral materials,
and premium gift incentives to prospective advertisers

1990-1992 Responsible for compilation of various material for us in advertising
IFE/The Family Channel publications. Operated and maintained Agfa Repro-master 310. INT
Virginia Beach, VA transfer unit operator. Type specification and page layout; mechanical
Technical/Macintosh Artist ad specification and slip sheet markup; occasional press check
responsibilities.

1987-1990 Utilized organizational skills to keep inventory of art materials, establish
CBN job jacket filing system and photo/transparency file. One of four
Virginia Beach, VA employees recognized as employee of the quarter; one of 15 awarded
Mechanical Artist President's Award by CEO of IFE/The Family Channel

1986-1987 Paste-up of brochures, trade publication advertising, in-house forms,
Seamark Advertising newspaper advertising. Utilized skills on photo-typewriter for setting
Virginia Beach, VA headline copy. On-site press checks for various material.
Paste-up Artist