

AMY BARTLETT

ARTS & MEDIA

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📍 Sacramento | San Diego 📞 760.415.8416

PURPOSE:

To discover & magnify the story, by creating, contributing to, and providing leadership within a thriving yet evolving Arts or Ministry environment which effectively influences and builds others, particularly through Creative & Communication Arts and the development of associated Organizational Systems & Structures.

EDUCATION

B.F.A.
New York University,
Tisch School of the Arts
New York City, NY '92-96

Additional Arts Programs:

Vassar/Powerhouse Theatre
New York Stage & Film

American Conservatory
Theatre (A.C.T.)
San Francisco, CA

California State Summer
School for the Arts
(C.S.S.S.A.)

Personality Profile:

// Meyers-Briggs

Mediator (INFP-T)
Diplomat/
Constant Improvement

// 4 Temperaments

Choleric (15)
Melancholy/Sanguine (10)

// Strengthsfinders

Input, Ideation, Intellect
Strategic, Developer

// Spiritual Gifts Test

Teaching
Administration
Mercy

Specialty Resumes on Request

Teaching/Academics:

Writing/Drama: K-Undergrad;
Therapy Trained

Performing Arts:

Off-Broadway;
American Theatre Wing

Acts 17:26-27

PROFESSIONAL EXPERIENCE

MARKETING & DIGITAL COMMUNICATIONS DIRECTOR

William Jessup University | California | 2015 – Present

Direct University Brand Development/Management/Relations.

- Graphic Arts & Digital Communication (Storybrand, Content, Production, Social)
- External Advertising, Brand Awareness/Relations, Placement
- Lead Generation Partnerships / Marketing Collateral Collaboration
- Department Dev/Dir: Budget, Personnel, Strategic Marketing Plan

MARKETING DIRECTOR & ADVISORY MANAGER

New Venture Christian Fellowship | San Diego, CA | 2008 – 2015 (*Consultant, Current)*

Arts: Direct Department/Staff & Dev/Prod for Marketing, Media & Creative Arts:

- Graphic Arts & Digital (Dev/Design, Product Creation & Production, Social)
- Film/Video Production (Content Creation, Casting/Directing, Post-Prod)
- Performing Arts (Scriptwriting, Casting, Directing, Staging)
- Client Management (Equipment Contracts, Vendors, Contractors)
- Artist/Media Relations (Selection, Booking, Hosting, PR)
- Research & Development (Teaching Series, Teaching Materials)

Advisory Management: Ministry/Systems & Strategies Development

- HR Administration (Job Descriptions, Org. Charts, Performance Reviews)
- Search Committee (Lead, Resume Review, Candidate Vetting, Interviews)
- Speaking/Teaching (Members, Conferences, Classes, Groups, Retreats)
- Operational Management (Budgeting, Campus Operations)
- Executive-Level Ministry Development

MUSIC EDITOR: *Rhapsody(Napster)/RealNetworks | San Francisco, CA | 2004 – 2010*

Christian/Gospel Marketing Mgr / Editor. Solely built/managed company's genre launch.

- Develop/Manage Christian/Gospel Industry Genre
- Sole Developer and Content Creator (Copy / Promo & Marketing Strategies)
- Artist & Label Relations (Interviews, Features, Acquisitions)

EDITOR/PUBLISHER: *Guideposts Books & Inspirational Media | New York, NY | 1999 – 2002*

- Title Development (Concept through Publication - Layout Design, Content Development, Editing, Production Management and Marketing/Distribution.
- Publisher/Author Relations & Representation, Acquisitions
- Create/Manage Direct Mail Marketing & Distribution Campaigns
- Editorial Team for *Daily Guideposts* (Flagship Publication)
- Managed Initial Launch of Guideposts.org
- Highest Production/Publishing Rate at Close of Tenure.

AMY BARTLETT: ARTS & MEDIA *Freelance; Small Business Owner | 2002 – 2008*

Clients include but not limited to: *Saddleback Church/Purpose Driven Publishing, CCM Magazine, Movieguide, K-Love/EMF Broadcasting, Way-FM, Barbour Books, National Center for Missing & Exploited Children, etc.*