

AMY BARTLETT

A R T S & M E D I A

Writer, Editor, Creative Director

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

Bachelor of Fine Arts
New York University,
Tisch School of the Arts

CONTACT & PORTFOLIO

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Personality Profiles:

// 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, Mercy,
Administration

// Enneagram

1w9: Reformer-Peacemaker

Acts 17:26-27

PROFESSIONAL EXPERIENCE

MARKETING & DIGITAL COMMUNICATIONS DIRECTOR

William Jessup University | California | 2015 – 2019

Direct University Brand Development/Management/Relations

- Graphic Arts and Digital Communication (Storybrand, Content, Production, Social Media Strategy/Management, SEO, Design Team Management)
- External Advertising, Brand Awareness/Relations, Placement and Buys, Concept Creation and Campaign Management
- Lead Generation Management, Partnerships, and Collateral
- Department Director: Administrative, Financial, and Personnel Development and Management, Strategic Marketing Plan

ARTS & MARKETING DIRECTOR / ADVISORY MANAGER (Executive)

New Venture Christian Fellowship | San Diego, CA | 2008 – 2015*

*Consultant/Adjunct Through January 2020

Arts: Direct Department for Marketing, Media & Creative Arts:

- Graphic Arts and Digital Communications (Art Direction, Concept Creation, Social Media Content Creation / Management)
- Film/Video Production & Performing Arts (Concept Creation, Scriptwriting, Casting/Directing, Staging/Filming, Post-Prod)
- Client Management, Vendor, and Public Relations (Equipment Contracts and Leases, Promotional Production, Contractors, Press and Media Engagement and Relations)
- Artist Management (Selection, Booking, Hosting, PR)
- Research & Development (Teaching Series, Teaching Materials)

Advisory Management: Ministry Development, Systems & Strategies

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

**ADDITIONAL
ARTS
PROGRAMS:**

Vassar College
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.)

**SPECIALTY
RESUMES ON
REQUEST:**

Teaching/Academics:
Writing/Drama: K-
Undergrad;
Therapy Trained

Performing Arts:
Off-Broadway;
*American Theatre Wing**
**Founders of the*
Tony Awards™

PUBLICATIONS:

Be Still, America--I Am
God: From Out of the
Rubble, Stories of Hope
209pp

With Open Eyes:
Experience the Daily
Presence of God
185pp

**PROFESSIONAL EXPERIENCE
CONTINUED:****MUSIC EDITOR**

*Rhapsody (now **Napster**) Music Streaming Service*

RealNetworks Inc. – Digital Music | San Francisco, CA | 2003– 2009

Christian/Gospel Music Genre Editor, Marketing and Genre Manager

- Solely Built/Managed Company's Premier/Launch of Genre
- Develop/Manage Christian/Gospel Genre Department
- Marketing; Digital Ad Concept Creation, Strategy, Placement; Doubleclick
- Sole Developer, Programmer, and Content Creator / Copy Writer (Ads, Music Reviews, Promotional, Playlists)
- Artist & Label Relations / Rep (Interviews, Features, Bios, Exclusives, Acquisitions); *Gospel Music Association* Rep.

EDITOR/PUBLISHER

Guideposts Books & Inspirational Media | New York, NY | 1999 – 2002

Editor: Books, Media, and Acquisitions; Web Manager; Writer

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

FREELANCE / CONSULTANT / PUBLISHED AUTHOR

Amy Bartlett Arts & Media; "5 Seconds" | 2002–2008 & 2020–

Clients include but not limited to: *Saddleback Church/Purpose Driven Publishing, CCM Magazine, Movieguide, K-Love/EMF Broadcasting, Way-FM, Barbour Books, Christian Music Planet, Worship Leader Magazine, National Center for Missing & Exploited Children, as well as individual authors, churches, children's arts and ministry programs, and non-profits.*