

# AMY BARTLETT

ARTS & MEDIA

✉ info@amybartlett.org

🌐 AmyBartlett.org

in amymariebartlett

☎ 760.415.8416

Bluffton SC 29909

## 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

### 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.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

Mercy-Showing, Teaching,  
Administration

### // Enneagram

1w9: Reformer-Peacemaker

### // DISC

C:65; S:55; I:47; D:33

## Specialty Resumes on Request

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

### Performing Arts:

Off-Broadway;  
American Theatre Wing

## PROFESSIONAL EXPERIENCE

### CONTENT SPECIALIST, ORGANIC MARKETING

*John Wiley & Sons Publishers*

Content Strategy & Production for Demand Generation Digital Properties

- Develop and Produce Content Strategy to drive Value and Engagement
- Manage and Program Portfolio Sites

### MARKETING & DIGITAL COMMUNICATIONS DIRECTOR

*William Jessup University | California | 2015 – 2019*

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
- Department Director: Budget, Personnel, Strategic Marketing Plan

### MARKETING DIRECTOR & ADVISORY MANAGER

*New Venture Christian Fellowship | San Diego, CA | 2008 – 2015\* (\*FT Consultant through 2020)*

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

- Graphic Arts & Digital (Dev/Design, Product Creation & Production, Social)
- Creative Arts (Film/Video and Live Production, Casting/Directing, Script, Staging)
- Artist/Media Relations (Selection, Booking, Hosting, PR)
- Research & Development (Teaching Series, Teaching Materials)

Advisory Management: Ministry/Systems & Strategies Development (Executive)

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

### MUSIC EDITOR: *Rhapsody(Napster)/RealNetworks | San Francisco, CA | 2003– 2009*

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

- Develop/Manage Christian/Gospel Dept.; Programmer, Digital Marketing
- Sole Developer and Content Creator (Copy writer, Promo/Marketing Strategies)
- Artist & Label Relations (Interviews, Features, Acquisitions); GMA Rep.

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

- Title Development (Concept, Production, Publication, 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; Consultant | 2002–2008 & Current*

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, group46 Marketing, LocalLife Magazine, etc.