

# BOBBY CHANDLER

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## CAREER STATEMENT

**A results oriented, hands-on leader with more than 9 years of innovative advertising and communications experience. Experienced in:**

- Developing and implementing wide arching, long term marketing campaigns
- Strengthening brand recognition
- Nurturing community participation
- Social media engagement
- Web marketing
- Direct mail
- Measurement and analysis of online advertising
- HTML

## EXPERIENCE

**SUGAR CREEK BAPTIST CHURCH, Director of Communications** *Sugar Land, TX (2008-Present)*

- Lead the communications department which includes a staff of three
- Handle wide range of marketing campaigns including the use of print, web, social media, and email
- Responsible for creative development, art direction, and copywriting for web and print collateral
- Responsible for all advertising including print, online, radio, and television
- Manage social media
- Developed organization's brand and introduced brand standards and best practices

**BERNARD HODES GROUP, Art Director** *Houston, TX (2007-2008)*

- Art direction
- Campaign development
  - Newspaper and magazine ads
  - Billboards
  - Web
  - Trade show exhibits

**STONEBRIAR COMMUNITY CHURCH, Graphic Designer** *Frisco, TX (2006-2007)*

- Responsible for design of various print materials and web graphics.

**FIELDER CHURCH, Director of Creative Arts** *Arlington, TX (2004-2006)*

- Responsible for development of advertising campaigns and design of various print materials and web graphics.
- Direct mail
- Magazine ads
- Web

## EDUCATION

**NEW ORLEANS BAPTIST THEOLOGICAL SEMINARY**

*New Orleans, LA (2000-2004) / Bachelor of Arts, Christian Studies*