

**WORK
EXPERIENCE**

Copywriter/Social Media Manager

The Woodlands United Methodist Church, The Woodlands, TX // June 2014 to December 2017

- Wrote compelling copy for on-campus and external digital and print outlets, refining the message each time to play to the strength of each medium.
- Wrote feature articles for *The Point Monthly*, a print newsletter with a magazine feel that used storytelling to convey the heart of each promoted event, as opposed to simply stating basic details. One issue that focused on the church's Foundation (planned giving) resulted in a significant scholarship being set up to help lower-income children attend the church's school.
- Oversaw social media for the church's worship venues (traditional, contemporary, modern), each of which required a different voice. Included writing weekly eNewsletters using MailChimp.
- Helped promote and put on the Large Church Initiative Conference, which saw the church welcome hundreds of church workers. Wrote ad copy and managed the LCI 2015 social media accounts while our church hosted. (Accounts have since been turned over to the next host.)
- Other contributions: Managed Facebook and Google ads. Proofed and laid out content for an eBook devotional. Updated content on the church's website using basic HTML and MODX.

Publications and Layout Editor

Christ Church Cathedral, Houston, TX // January 2010 to August 2013

- Produced weekly service leaflets for four English-language services and one Spanish-language service. Laid out text, wrote news blurbs, proofread/edited content, and printed finished product.
- Helped produce a monthly full-color newsletter that was mailed to over 1500 households. Laid out text, chose and placed images, wrote articles and copy as needed, edited content throughout and printed the final piece. Also adapted the newsletter for digital distribution.
- Designed and wrote copy for posters and brochures promoting Cathedral events.

Copywriter/Editor

Memorial Drive Presbyterian Church, Houston, TX // September 2007 to December 2009

- Edited and wrote copy for a weekly newsletter, helping to transform a publication with a dated look and feel into a modern piece that disseminated church information in a clearer, more focused way. Helped find a balance in transitioning the piece toward a digital platform while remaining considerate of the church's more traditional core, which favored physical copies.
- Helped conceive, edit, write content for, lay out and launch a quarterly magazine, through which our communications department told thorough stories about the life of the church.

Freelance Media Production

Houston, TX // January 2005 to Present

- Scripted multiple crowdfunding videos for Film Lab Creative, a production house in the Houston area. Clients included Knocki, a Kickstarter campaign that raised \$1,144,399 (of a \$35,000 goal) and was featured on *Wired* and *The Verge*, and FlipStool, an IndieGoGo campaign from the creators of *The Insider Bat* that raised \$29,776.
- Wrote and self-released a Young Adult novel (*The Drifters*) in 2013. Designed the book jacket and laid out the interior. Promoted it using social media, posters, handbills and giveaways.
- Created a Kickstarter campaign in April 2016 that successfully raised \$5,697 to produce *Sofi*, a short film sequel to *The Drifters* that I wrote and directed. In addition to scripting and directing the Kickstarter promotional video, I commissioned a poster design, wrote copy for and designed print and digital promotional materials, and ran the campaign's social media presence.
- Curated and produced *Nathan's Tour of Houston*, an adult coloring book that served as the main reward for the *Sofi* Kickstarter campaign. Designed the cover and interior while also writing accompanying copy for each featured Houston locale.

**EDUCATION
AND SKILLS**

BACHELOR OF ARTS in Communication, major in Print Journalism, minor in Film Studies, University of Houston • Graduated in December 2004 • G.P.A. 3.2