

Brian Atkinson

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PROFILE

Extensive experience running digital departments and teams in marketing and communications, higher education, and information technology. Specialization in social media and reaching new constituents.

- 10+ Years marketing and communications
- 10-million+ community management
- For-profit and non-profit clients
- Digital content strategy and development
- Reaching new audiences
- Expanding existing audience

PROFESSIONAL EXPERIENCE

Client Development Manager, Acoustics By Design; Grand Rapids, MI – 2013-Present

Responsible for care and feeding of over 3,000 client accounts

- Project intake, proposal and specification writing for 15-20 new projects each week
- Provided all digital and print communication, social media, website, blogs, marketing, design, and implementation

Owner - Consultant, Social Network Voice 2012-pres.

Social media consulting, content creation and management across all social networking platforms, specializing in audience engagement and analytics.

- Created and managed campaigns that increased geo-located fans by 2X in 4 months
- Increased fans by over 900% using social media marketing and organic campaigns
- Featured Speaker at conferences in Philadelphia, Grand Rapids, Chicago, Wyoming, Portland, Toronto and Uruguay, on digital media and communication styles
- Featured Blogger on various industry websites

Director of Digital Communications, American Bible Society; Wayne, PA – 2008-2012

Directed the overall online communications of the American Bible Society (ABS), internet strategist, supervised team of designers, software developers and project managers, internal and external clients.

- Increased social media fans from a few hundred likes to 10-million+ fans in 18 months
- Increased total reach from 49-million to over 800-million people in 1 month
- Developed strategic plan for the world-wide fellowship that relaunched over 100 new websites
- Featured Speaker at conferences in Philadelphia, Nashville, Dallas, Toronto, Seoul, Budapest, Portugal, and Munich, on digital media strategy

Director of Digital Media, Gospel Communications Intl., Muskegon, MI – 2004-2008

Directed digital presence of Gospel Communications, including BibleGateway.com registering over 6-million unique visitors per month. Responsible for budget, billing, creative, technical and training teams.

- Served as leader and emcee of the Internet Ministry Conferences attended by 200+ annually
- Presented workshops: strategy, site architecture, SEM and SEO
- Developed and managed 400-organization membership community
- Created technical documentation, policies, membership contracts, blogs, and websites

Director of Communications, CentrePointe Church; Kentwood, MI – 1998-2006

Directed the volunteer team who served as the internal communications and marketing firm.

- Created over 2500 worship-backgrounds for presentations and web
- Served as project manager for re-branding, logo creation, and reorganization

Networking Specialist, BDO Seidman, LLP; Grand Rapids, MI – 2000-2004

Provided strategic design and implementation for messaging, desktop support, and technical training.

- Administered Novell Networks, GroupWise, VPN and phone-switches for over 2500 users
- Provided Second-level support for hardware, Microsoft products and enterprise applications
- Conducted weekly technical training via Webex and live classroom for 15-30 participants each
- Created graphics and flash animation for training and documentation

Helpdesk Team Leader, Calvin College; Grand Rapids, MI – 1995-2000

Created communications strategy for technical announcements and campus-wide communication.

- Provided technical support for 5000+ students and 300+ faculty and staff
- Managed support team of 6 staff and over 70 student workers
- Supported Novell Networks, GroupWise, Microsoft products, Windows and Mac, telecommunications, cable TV equipment, and Web authoring projects
- Taught Instructional technology classes

Manager of Training, Marketing, Customer Service and Technical Support, Access Computer Products; Ann Arbor, MI – 1992-1996

Created and managed helpdesk and technical support team and designed marketing and training materials. Wrote customer service and technical training manuals, service notes and articles for industry publications

- Increased technical service sales from \$1,200 to \$40,000 annually
- Lectured and provided sales support in the USA and Canada

ADDITIONAL EXPERIENCE

On-Air Radio Personality, Emcee, Public Speaking, Voice Actor, Voice of Wrigley Field Finalist

SKILLS

HTML, CSS, PHP, SEO, SEM, Usability, Analytics, Digital strategy, Content management, Video editing

EDUCATION

- Yale University, New Haven, CT
- University of Illinois, Urbana/Champaign, IL
- Calvin College, Grand Rapids, MI
- Information Tech. Infrastructure Library (ITIL)
- Certified Novel Network Engineer (CNE)
- Dell Certified Technician