



BRIAN ATKINSON

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SELECTED EXPERIENCE

DIRECTOR OF WEB COMMUNICATIONS, AMERICAN BIBLE SOCIETY; WAYNE, PA — 2008-PRESENT

Direct the overall online communications of the American Bible Society (ABS), and primary internet strategist to present Bible Ministry, Bible Engagement, Fundraising and Community. Working as part of a marketing team delivering Brand, Print, Video, Web and Public Relations. Team to develop a new ABS Bible Search. Lots and lots of internet ministry, fundraising, and engagement sites as well as efforts on social networks.

DIRECTOR OF DIGITAL MEDIA, MANAGER OF ALLIANCE DEVELOPMENT, GOSPEL COMMUNICATIONS INTERNATIONAL, MUSKEGON, MI — 2004-2008

Responsible for the largest Christian web site in the world - BibleGateway.com - as well as the entire web presence of Gospel Communications and Internet Ministry Conference. Site Architecture, strategy, implementation of advertising programs. Project management for a creative web content team of developers, designers and writers to maintain and create sites. Responsible for all communication and messaging between GCI and hundreds of alliance member organizations and thousands of remote staff. Membership contracts, policies, technical documentation, blogs, intranet-sites and extranet-sites. Management and fulfillment of membership benefits, conference planning, regular speaking engagements. Responsible for annual budgeting, monthly billing, and collections. Direct report for technical and training teams.

INTERNET CONSULTANT, SPEAKER, VOICE ACTOR, GO DO AND BE — 1997-PRESENT

Public topical and motivational international speaking and consulting for companies, organizations, churches and individuals, including blogging, communications, computers, conferences, email, media, technology, telephony, training, search engine optimization, usability, and web site architecture. Voice Actor: announcer, character voices, voice over, commercials.

DIRECTOR OF COMMUNICATIONS, CENTREPOINTE CHURCH; KENTWOOD, MI — 1998-2006

Served as the communications and marketing firm for the church. Project management of a creative team responsible for any communication within the church community and to the local community at large, all aspects of web site, blog, worship graphics, video production, and all media elements of the weekly worship experiences. Oversaw budget and purchase of A/V equipment and material. Managed multiple projects across multiple teams at all times. I also played in the band now and then.

NETWORKING SPECIALIST, BDO SEIDMAN, LLP; GRAND RAPIDS, MI — 2000-2004

Provided strategic design and implementation for internal messaging. Novell Network administration, GroupWise administration, provided support for, VPN, networked printers, Citrix, Dial-in, PC hardware, and enterprise applications. Taught regular training classes for GroupWise, Microsoft products, and enterprise applications. Created graphics and flash animation for training and documentation.

HELPDESK TEAM LEADER, CALVIN COLLEGE; GRAND RAPIDS, MI — 1996-2000

Created communications strategy for technical announcements and campus-wide communication. Support for large community on computer, telecommunications, and cable TV equipment, Web Authoring projects. Project management for IT staff. Taught computer education classes. Supervised and coordinated student employees.

MANAGER OF TRAINING, MARKETING, CUSTOMER SERVICE AND TECHNICAL SUPPORT, ACCESS COMPUTER PRODUCTS; ANN ARBOR, MI — 1994-1996

Created and managed helpdesk and technical support organizations. Wrote customer service and technical training manuals, service notes and articles for print in industry publications. Designed marketing materials. Lectured and provided sales support throughout USA and Canada. Developed technical and customer service teams and appointed team leaders.

RADIO ANNOUNCER, VARIOUS COMMERCIAL STATIONS AND FORMATS — 1982-2000

Morning drive, afternoon drive, mid-day, evenings, over-nights, sports, commercials, news, voice overs, production, local programming, satellite network, and remote broadcasts.