



BRIAN ATKINSON

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SELECTED EXPERIENCE

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

Directed and provided strategy for the largest Christian web site in the world - BibleGateway.com - as well as the entire web presence of Gospel Communications; maintaining and creating sites in HTML, PHP, MySQL.

- Strategy for direct internet ministry and consulting with a focus on improving the user experience, usability, accessibility, SEO
- Directing annual Internet Ministry Conference
- Manage projects for creative team: developers, designers, writers in an open-source/LAMP/Google/free-apps environment
- Communications, branding and messaging - membership contracts, benefits and policies
- Motivate staff to passionately pursue ministry effectiveness, innovating and improving existing sites and site architecture
- Code reviews for team and other developers
- Provide training for internet best practices, SEO, marketing, strategy and use of free tools and applications.
- Oversee annual budget for internet teams

SPEAKER-CONSULTANT, GO DO AND BE; GRAND HAVEN, MI — 1997-PRESENT

Motivational and topical international speaking and technology consulting: godoandbe.com

- Conference and event emcee, keynote, and workshop speaker
- Website architecture
- Website consulting: marketing, search engine optimization, blogging
- Communications, branding and messaging

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

Served as the communications and marketing firm for the church.

- Project Management for creative communications team
- Multiple projects - multiple teams
- Strategy and management of website, blog, graphics, audio/video
- Communications, branding and messaging

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

Network Administrator/Support Analyst in a Novell, Windows, Citrix, Cisco, and Lucent environment.

- Taught weekly classes for Microsoft Office products, GroupWise
- Novell/GroupWise administration
- Supported VPN, printers, PC hardware, dial-in, enterprise applications
- Graphics and Flash animation for training

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

Support faculty, staff and students for hardware, software, telecom, and cable TV.

- Managed projects for support staff and student workers
- Novell/GroupWise administration
- Taught computer education for computer basics, MS Office, GroupWise
- Technical writing and graphic design

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

Created and managed helpdesk and customer support organizations and marketing department.

- Wrote customer service and technical training manuals and articles
- Marketing and sales support documentation
- Managed Technical Support and Customer Service teams
- Start-up company - multiple hats