

# RYAN HAKES



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## Summary

I'm a strategic leader with a marketing mind and a pastor's heart.

I believe in the power of faith-based higher education that empowers the next generation of world-changers. With 18 years as a minister, trainer, marketing consultant, and speaker—I'm the most excited when leading problem-solving teams, building communications departments, hiring collaborative talent, and mentoring students in their calling.

Specialities:

Brand Strategy & Management | Creative Team Development | Digital Marketing | Public Speaking | Customer Experience | New Product Development | PR | Research & Analytics | Film Production | Fundraising

## Experience



### Founder

The Magic Sword

Dec 2020 - Present (8 months +)

Leader of boutique digital agency helping SME's boost their message and grow consistent influence through social media content, and online video.

- Established a marketing communications team for the fast-paced environment Portland Metro real estate market.
- Generated over 1.5 million in revenue by building email marketing campaigns.
- Launched 4 new product lines using ecommerce, data based market research, and SaaS products.
- Established 3 company Customer Relationship Management (CRM) systems.



### Director Of Marketing And Business Development

Pioneer Utility Resources

Dec 2019 - Dec 2021 (2 years 1 month)

Provided strategic leadership as chief brand officer for communications co-op, partnering with more than 240 community-owned utilities and state associations in 34 states.

- Engineered the re-branding of the 65 year-old company from multiple siloed subsidiaries to a single, consolidated brand - earning the 2020 NRECA design award.
- Guided the design, development, and launch of a viral \$25k email campaign which led to \$1m+ in sales
- Streamlined marketing and communications across 5 subsidiaries and 90+ FTEs.
- Directed all advertising content for consumer magazine brands reaching more than 1.5m U.S. households.
- Exceeded business development goals generating \$2.5m in revenue.
- Launched social media management service featuring analytical AI technology and automatic reporting. In the first year, revenue exceeded \$500k.

- ▶ Created and executed 8 strategic digital marketing campaigns increasing engagement 10x.
- ▶ Revitalized website development department for brand alignment, customer experience, and engagement policies. Sales increased by \$150k.

Clients Included: Oregon Empowers, NRECA, NWPPA, PowerSouth, Portland Electric, Oregon Electric Cooperative Association



## **Executive Producer**

### **The Double Trouble Family**

Jan 2016 - Present (5 years 7 months +)

Created faith-based and family adventure show designed to help children set lofty goals and remain committed to achieving them.

- ▶ Featured three times on YouTube's main page.
- ▶ Total view time exceeded 178k hours, reaching over 50 countries.
- ▶ Generated 12k+ subscribers and 16.5m impressions.
- ▶ Featured on cable channel UP TV's show "Expecting."
- ▶ Recognized by "Mythbusters" production company, Beyond Entertainment.



## **Executive Pastor and Chief Marketing Officer**

### **Lakeside Assembly**

Jan 2011 - Dec 2019 (9 years)

Executive Pastor overseeing family ministries and Marketing and Communications.

#### **Lakeside Ministry Highlights**

- ▶ Designed and launched 12 new ministries in a fast-paced urban environment, including:
  - Vibrant young adult ministry partnered with local colleges.
  - Thriving Fine Arts program training 100s of at-risk teens.
  - Multi-church Detroit homeless outreach ministry.
  - University internship program focused on leadership skills.
- ▶ Organized 15 international missions trips.
- ▶ Member of the Sunday morning teaching team, regularly preaching to an audience of 1,500.
- ▶ Formed a mentorship program designed to coach young adults as they prepare for full-time ministry.
- ▶ Authored two books designed to help young people discover their spiritual passion:
  - Messy Faith Journal: Creative devotional for teens.
  - Found: Helping college students form their identity in Christ.

#### **Lakeside Marketing Highlights**

- ▶ Launched a new capital campaign for a \$5.1m building program. Successfully raised \$2.1m in cash and \$3m in commitments—totally funding the new building program within 15 months.
- ▶ Pioneered rebranding of the 45 year old church—resulting in a 1,400% increase in new traffic and topping web searches across the Metro Detroit area.



## **Director Of Production Services**

### **Design4 Marketing**

Jan 2008 - Dec 2010 (3 years)

Produced all media production for agency with clients in national advertising, ministry, and issue advocacy.

- ▶ Developed, produced, and directed 300+ broadcast, web, and radio advertisements for issue advocacy, nonprofit, Christian ministry, and public-policy clients in 45 states.
- ▶ Wrote and directed 3 narrative pro-family short films for the USCCB viewed by over 70m+ Catholics worldwide.
- ▶ Produced and directed a fundraising project raising \$1.1m to build schools in Kenya.
- ▶ Created and scheduled 150+ digital marketing campaigns resulting in 3.4b impressions.

Clients included: The Witherspoon Institute at Princeton University, Focus on the Family, Southeastern University, Florida Southern University, The United States Conference of Catholic Bishops, The Father's Table Foundation, The National Day of Prayer



## **Creative Services Producer**

### **Bright House Networks**

Jan 2006 - Dec 2008 (3 years)

Produced marketing campaigns and develop business strategy.

- ▶ Executive producer for 150+ cable TV spots.
- ▶ Rebranded Bright House Creative Services; including logo, vehicle wraps and website—saving the company over \$78k in expense.
- ▶ Project managed and designed a new \$750k film production studio including the purchase of camera, grip, and lighting equipment.

Clients included: Coca-Cola, The Detroit Tigers, Play It Again Sports, Plato's Closet



## **Assistant Marketing Director**

### **Southeastern University**

Jan 2004 - Dec 2006 (3 years)

Served as the university's assistant marketing & communications director, acting as a strategic and practical advisor to the Vice President of Student Affairs, executive team, and the Board of Trustees in the development and execution of the university's overall enrollment, marketing & communication plans.

- ▶ Developed and managed the university social media ad spend, boosting the admissions engagement by 150%.
- ▶ Rebranded the school's financial aid department with a special campaign promoting scholarship for prospective ministerial students resulting in increased applications by 200%.
- ▶ Led web development team to build and implement the Student Life intranet portal, serving over 2,500 students.
- ▶ Collaborated with the missions department to direct a short form documentary for the University-led humanitarian aid trip to South Africa.

## **Education**



### **Southeastern University**

Bachelors of Science, Leadership and Communication

2000 - 2004

## Licenses & Certifications



**Facebook Certified Creative Strategy Professional** - Facebook



**Google Ads Display Certification** - Google AdSense



**Adobe Certified Associate (ACA)** - Adobe Marketo



**Certified Remote Pilot** - Federal Aviation Administration

## Skills

Marketing • Public & Media Relations • Executive Leadership • Strategic Direction • Vision Casting • Coaching • Community Builder • Data Analysis • Creative Director • Problem Solving