

R ROBERT N NASH

CONTENT DIRECTOR | MARKETING
COMMUNICATIONS | SOCIAL MEDIA

Address
Tyler, Texas



Email
nashr30@gmail.com



Phone
945-208-4001



EDUCATION

Bachelor of Arts - English & Education
Curry College
(Boston, MA)

- **Masters of Arts - English**
Liberty University
(Lynchburg, VA)

EXPERTISE

Professional Skills

- Creative Leadership
- Strategic Vision
- Multi-Channel Campaigns
- Digital Marketing Strategy
- Brand Management
- Team Management
- Project Management
- Ad Campaigns
- Social Media Management
- Client Collaboration & Stakeholder Engagement
- Content Strategy & Development
- Crisis Communication
- Public Relations
- Data Analysis & Reporting
- Search Engine Optimization (SEO) & Google Analytics
- Software Expertise: Microsoft Office Suite, Adobe Creative Cloud, Canva
- Visual Content Creation: Photography, Videography, Graphic Design
- Public Speaking & Communication
- Content Writing & Copy Editing
- Event Planning & Coordination

PROFILE INFO AND OBJECTIVE

Dynamic and innovative Marketing & Communications Director with over 20 years of expertise in writing, editing, and communications. Proven track record of

- leading and mentoring diverse creative teams, driving brand strategies, campaigns, and delivering exceptional results.

WORK EXPERIENCE

Senior Director of Social Media & Content 2024 | Future Habitat Inc. (Remote)

- Developed and executed multi-channel marketing strategies to increase engagement and revenue.
- Led content creation and brand development for digital, print, and social media platforms.
- Managed cross-functional teams and projects, meeting deadlines and exceeding KPIs.
- Utilized data-driven insights to optimize campaigns and improve ROI.
- Wrote articles, website content, and promotional materials to effectively communicate brand messaging.
- Negotiated contracts and managed vendor relationships, reducing costs while maintaining quality.
- Organized large-scale events and campaigns, driving community engagement and media coverage.

Communications Coordinator (Contract) 2024 & 2025 | Texas Parks & Wildlife (Austin, TX)

- Assisted team in their Invasive Species Summer Campaign which includes digital and print deliverables.
- Spoke with strategic partners to build awareness and financial support.
- Worked with numerous departments to ensure cohesiveness in branding and approach.
- Partnered with several vendors to find best prices for deliverables while ensuring timely delivery and maintaining the budget.
- Surveyed and collected data from departments for various approaches for the campaign

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WORK EXPERIENCE

Marketing & Communications Director

2022 - 2024 | Church of the Incarnation (Dallas, TX)

- Developed a project management culture, overseeing marketing strategies for all departments.
- Wrote, edited, and created branding, graphics, podcasts, and videos for various advertising campaigns.
- Managed and grew social media accounts, employing data analysis to inform communication strategies.
- Led recruitment, training, and management of a team while speaking at staff meetings and providing strategic instructions.

Owner | Creative Director | Marketing & Communications Director

2013 - 2024 | Two Tower Communications - (Dallas, TX)

- Provided comprehensive writing, editing, and marketing services to diverse clients, crafting compelling content.
- Designed deliverables and websites, managed multiple social media accounts, and engaged clients to understand their voice.
- Acted as a ghostwriter and editor for ten books, overseeing freelance writers and editors.
- Offered strategic consultation for marketing, communication, and social media needs.

Marketing & Public Relations Assistant

2014 - 2016 | Godsey Martin Law Firm (Dallas, TX)

- Researched, wrote, edited, and formatted articles and press releases for publication.
- Managed all social media accounts, promoted charitable events, and created marketing materials.
- Developed and directed radio and television commercials, maximizing outreach and engagement.

REFERENCES

Victoria Smith

Chief Marketing Officer | Future Habitat, Inc.
smith@nomadvert.com

978-457-2860

Kevin Willians

Former Business Partner | The Ghostwriters
freed.derek@gmail.com

214-986-3858

Derek Freed

Former Pastor | Autumn Ridge Church
freed.derek@gmail.com

747-320-4717

Beth Huffman

Scheduling Support Specialist | Mayo Clinic
bhuffman0670@yahoo.com

507-269-5735

*Cover Letter and Portfolio are available upon request

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