

# Robert J. Nash

DIGITAL GROWTH STRATEGIST | CONTENT & CREATIVE DIRECTOR  
MULTI-PLATFORM ENGAGEMENT

## EXPERTISE

### Professional Skills

#### Digital Strategy & Engagement

- Social Media Management (Organic & Paid)
- Cross-Platform Campaigns (Web, Email, Video, Social)
- Digital Storytelling & Engagement Strategy
- Analytics & Reporting (Google Analytics, Social Insights, A/B Testing)
- SEO & Audience Targeting

#### Creative Direction & Content

- Brand Messaging & Visual Identity
- Photography, Videography, Graphic Design (Adobe CC, Canva)
- Content Writing, Scriptwriting, & Editing
- Podcast & Video Production
- Campaign Ideation & Execution

#### Leadership & Communication

- Creative Team Leadership & Mentoring
- Cross-Functional Project Management
- Public Speaking & Presentation
- Stakeholder & Client Engagement
- Mission-Driven Communications & Nonprofit Collaboration

## EDUCATION

#### B.A. - English: Education

Curry College (Boston, MA)

#### M.A. - Communications & Leadership

Liberty University (Lynchburg, VA)

## SUMMARY & OBJECTIVE

Marketing & Communications Director with a digital-first approach and over 20 years of experience leading creative teams, crafting cross-platform campaigns, and expanding reach through social media, digital content, and online engagement. Known for blending purpose-driven storytelling with measurable digital strategies to drive awareness, engagement, and lasting audience connection.

## WORK EXPERIENCE

### Senior Director of Social Media & Content

**2024 - Present** | *Future Habitat Inc. (Formerly Urbana Systems)* | **Remote**

Joined during the initial startup phase as Urbana Systems, leading rapid digital growth and brand engagement. After a major organizational shift, led the swift rebrand to Future Habitat Inc. and developed a refined, mission-aligned digital strategy now focused on sustainable growth, cross-channel cohesion, and creative excellence. Though a startup, the values-driven storytelling and brand strategy closely mirrored the challenges found in nonprofit and advocacy communications.

- Drove organic social media performance with a 2000% increase in engagement, 285% growth in impressions, and 108% rise in unique visitors from Nov 2024–Feb 2025.
- Developed and managed a multi-platform content calendar with a focus on high-performing video series, educational posts on modular housing, SmartWall technology, company articles, and polls.
- Produced branded media assets for investor decks, public relations, and sales enablement, including one-sheets, email copy, pitch videos, press releases, and conference materials.
- Reported weekly analytics to executive leadership, helping guide messaging priorities, stakeholder targeting, and campaign iteration.
- Collaborated with cross-functional teams—Sales, Architecture, Learning, and Operations—to ensure content alignment with pipeline and buyer journey strategy.
- Contributed to the rebrand's core creative assets including naming, logo development, voice and tone framework, and launch strategy.



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# WORK EXPERIENCE

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## **Communications Coordinator (Contract)**

**April–Aug 2024; April–Aug 2025 | Texas Parks & Wildlife Department | Austin, TX (Remote)**

Supported the execution and analysis of a statewide digital awareness campaign focused on invasive species prevention. Collaborated across departments and vendor teams to deliver consistent messaging across web, social, and print channels.

- Monitored campaign performance and audience engagement metrics using analytics tools to inform mid-campaign adjustments.
- Ensured alignment of digital content and partner materials with overall branding and messaging strategy.
- Coordinated communication deliverables across internal departments and third-party vendors, maintaining quality and on-time delivery.
- Participated in content review and feedback loops to support campaign clarity and audience impact.
- Supported efforts to engage campaign partners and potential funders through coordinated messaging and promotional materials.

## **Marketing & Communications Director**

**2022 - 2024 | Church of the Incarnation | Dallas, Texas**

Led all aspects of marketing and communications for a large, historic Dallas church—overseeing digital strategy, content production, and both internal and external messaging. Drove digital growth and brand development across departments while supporting executive leadership in communicating the organization's vision with clarity, creativity, and consistency.

- Built and executed social media strategy, growing engagement and reach through devotional content, sermon highlights, event promos, and short-form video.
- Produced and edited podcasts and multimedia series to extend discipleship into daily life and build deeper connection with audience.
- Oversaw all branding, writing, and design for seasonal campaigns, parish-wide events, and capital campaigns.
- Implemented project management systems across ministry departments to streamline requests, timelines, and approvals.
- Managed and mentored a creative team, setting direction for visual identity, tone, and digital voice across channels.
- Collaborated closely with executive leadership and stakeholders on internal communication, sensitive messaging, and public announcements.
- Served as the point person for all communications needs—from print bulletins and signage to website updates, e-newsletters, and donor materials.

## **Founder & Creative Director**

**2013 - 2024 | Two Tower Comms (Formerly The Ghostwriters) | Dallas, Texas**

Provided strategic marketing, content, and digital media support to churches, authors, nonprofits, and small businesses—combining creative excellence with mission-aligned storytelling.

- Led social media, digital content writing, and design projects tailored to each client's voice and audience.
- Set up, trained, and managed strategic social media programs for a variety of brands, increasing digital reach and engagement.
- Ghostwrote and edited 10+ books for various authors.
- Oversaw freelancers to deliver websites, email campaigns, and print deliverables on deadline.

## ADDITIONAL LEADERSHIP EXPERIENCE

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### **Director of Communications | Children's Director**

**2020 - 2022 | *Autumn Ridge Church* | *Rochester, MN***

Served in dual ministry roles over multiple years at a large multi-staff nonprofit organization. After a season leading children's ministry, transitioned into a senior communications position—overseeing all digital strategy and creative media across platforms.

- Directed all digital platforms, including social media, email, website, live-streaming, and app engagement.
- Produced and edited three original podcasts to support education, community engagement, and digital connection.
- Led design and launch of sermon series branding, church-wide merch, and digital-first seasonal campaigns.
- Collaborated with senior leaders and pastors to shape tone, messaging, and communication rhythms across ministries.
- Led a multi-disciplinary creative team, including designers, writers, and volunteers—providing vision, structure, and feedback to deliver cohesive, high-impact content across all platforms.
- Provided regular public speaking and educational content for live audiences.

### **Executive Director**

**2016-2020 | *Mt. Bethel Church* | *McClure, PA***

Sole staff leader for a small rural nonprofit focused on community support, education, and engagement. Oversaw all operations, communications, and strategic development. Built the organization's first digital infrastructure to connect with a wider audience, while fostering local involvement through content creation, volunteer recruitment, and live programming.

- Developed and launched the organization's first online presence, including website, social media channels, and branded content to increase visibility and reach.
- Produced and distributed weekly multimedia content to engage the community and promote events and services.
- Recruited and trained volunteers from the ground up, creating sustainable leadership pipelines and boosting participation.
- Wrote and delivered weekly public-facing presentations, talks, and community updates to inform and inspire stakeholders.
- Created systems for internal communications, scheduling, and local outreach to streamline operations and improve consistency.

## REFERENCES

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### **Victoria Smith**

Chief Marketing Officer | Future Habitat, Inc.

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### **Carrie Headington**

Evangelist & Founder | The Good News Initiative

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