
1001 Clear View Drive • Bedford, TX 76021

Email: anthony@anthonycoppedge.com

LinkedIn: [profile.to/anthonycoppedge](https://www.linkedin.com/profile/to/anthonycoppedge)

Twitter: twitter.com/anthonycoppedge

Facebook: facebook.com/anthonycoppedge

MEDIA & COMMUNICATIONS EXECUTIVE

In an online-focused, savvy market space, organizations need strong, strategic leadership and tactical thinking that are my core assets. With experience in social media, broadcast and sales, combined with a strong technical management background, I am uniquely qualified to lead teams, plan strategically and act decisively. I am known for building powerful relationships and have extraordinary communication skills that foster collaborative group processes between firms, agencies and teams.

Exceptional skill in identifying processes/strategy and focusing efforts that stays true to the vision and DNA of the organization. Keen ability to direct complex teams in dynamic, rapidly changing environments. Innovative, with a reputation for adhering to the highest ethical standards while employing creative problem-solving strategies. Expertise in:

- Transformational Leadership
- Creative Communications
- Research, Analysis & Development
- Technology Applications
- Project Management
- Marketing & Operations Initiatives
- New Media Technologies
- Social Networking Tools
- Accomplished Spokesperson/Presenter

PROFESSIONAL EXPERIENCE

Anthony Coppedge Consulting - www.antonycoppedge.com - *Owner* **2003 - Present**

Consulting firm dedicated to helping church and Para-church ministries leverage technology to effectively communicate.

One of my clients, **Teen Mania Ministries**, had 26 web sites and five divisions competing for the same target audience. I created an E-Strategy division and developed an online web, email and social networking platform for coordinating with their two large call centers.

- Over \$60,000 annually saved through the restructuring of outside vendor contracts.
- Complete change of online ticketing for events increased profitability by almost 40%.
- Teen market space served through social networking strategy.
- High donor development with new online donation options.

The consulting firm has also completed communications and media projects for dozens of churches ranging in size from a few hundred to nearly 10,000 in weekly attendance, on-site weekend consulting at over 130 churches and church process and strategy consulting with hundreds more.

- Technical systems designs for highly influential, large churches utilizing video venues.
- CRM and ChMS integration consulting resulting in reduced communication redundancy and more accurate member tracking, giving and service.

My consulting firm has focused on:

Strategy & Process Consulting – Training leaders to understand the “Why?” behind initiatives and programs have helped hundreds of clients become better stewards of their time, people and money via strategy and process planning.

Speaking & Training – Highly sought-after convention/expo speaker for both secular and Christian conferences. Helped create and is still on the Advisory Board and speaker at the largest church technical and facilities conference, *Worship Facilities Expo*. Keynote & session speaker at several other conferences.

Writing – Author of successful E-Book “*The Reason Your Church Must Twitter*” and writer for multiple magazines and online e-zines, both secular and Christian, since 1995.

Creative Technology Projects – Pushing the envelope by leveraging the right technology for the right job has been a hallmark of all design work coming forth from this consultancy. Effective use and metrics for traditional and social media.

House of Worship Marketing Services – www.howmarketingservices.com - Principal 2003 - Present

Full-service agency devoted exclusively to helping companies understand, reach and provide products and services to the house of worship marketplace. Clients include Sony, DaLite Screens, Barco, FSR Inc., Electronic Theatre Controls, and Apple, Inc.

Clients such as Sony, NewTek and Barco/Folsom have brought me in to help develop specific products for the not-for-profit and church markets.

- My work on products including **Sony's Anycast**, **Barco/Folsom's ScreenPro Plus 1600** were both developed and marketed first at the house of worship market.
- My concept design work & user interface design recommendations helped create the Emmy award nominated **NewTek TriCaster** and, later, *TriCaster Pro*.

Sales Force Training - The firm has been contracted to train sales people from a variety of large electronics manufacturers in selling techniques and marketing methodologies for reaching churches.

- Enterprise sales consulting with Apple for high-end hardware and software sales.
- Trained top dealers annually for the industry lighting leader, *Electronic Theatre Controls*.
- Sales training for multiple multi-million dollar systems integrators specific to working within denominations.

Online Web & Communication Strategy – Helping companies leverage micro-sites for creating a customized web experience for churches. By building on the existing product and services back-end databases of existing manufacturer websites, a smooth transition to market-segmented web portals is more easily facilitated.

- Micro-website development for channel-specific sales & product education.
- Integration of live agent support channel unique to churches.
- Social media PR and customer support presence for near-instant action, resulting in significantly higher customer satisfaction surveys.
- Online research and polling providing greater brand awareness and end-user level product penetration metrics.

Audio Visual Innovations, Inc. – Dallas, TX - Dallas Branch Sales Manager

2001 - 2003

- Responsible for large corporate and church accounts including *Cisco Systems, Prestonwood Baptist Church, American Eagle Airlines, American Airlines, EDS, Club Corp, DFW Airport and Mercer Human Resource Consulting* (MMC Group).
- Responsible for needs analysis, system design, signal flow diagram and scope of work for each installation project.
- Trained sales force on solutions-oriented systems sales approach.
- Worked extensively with manufacturer reps for quick follow-through in procuring demonstration equipment for client evaluation.
- Design/Build and fleet purchase sales.
- Published in several trade publications and taught at the *National Religious Broadcasters Convention, NSCA Conference and Expo* and the *Infocomm Expo*.

Creative Presentations, Inc., Dallas, TX – Director of Texas Sales – Dallas & Houston offices **2000 - 2001**

- Complete responsibility for Dallas and Houston offices – including hiring, training and mentoring of sales consultants, customer service representatives and engineering/installation teams.
- Tactically involved with the shaping of the sales order process, inventory management and sales forecasting.
- Responsible for growth and client satisfaction of Enterprise-level accounts such as *Tesoro Petroleum, Texas Instruments* and *American Eagle Airlines*.
- Worked directly with manufacturers and their regional representative firms.
- Buyer of all demonstration equipment and inventory for both offices.

Intellisys Group . Dallas, TX – National Director of Church Market / Enterprise Accounts **1999 - 2000**

- Responsible for growing the church and worship market of AV segment nationwide.
- Responsible for growth and client satisfaction of regional Enterprise-level 'House Accounts', such as *Nortel Networks, Texas Instruments* and *Burlington Northern/Santa Fe*, and finding additional on-site opportunities.
- Responsible for training new employees and leading initial client contact meetings with new church market employees.
- Established streamlined processes and accountability procedures for Presentation Products (projector sales).
- Responsible for regional management of all Presentation Products sales force in Texas.
- Buyer for all demo gear for South Central Region.
- Reported directly to Regional Vice-President.
- Promoted twice in 11-month period for exceptional performance.

First Baptist Church, Bossier City, LA – Minister of Media & Director of Communications 1998 - 1999

- Management staff position with oversight of all media and communications departments.
- Management of four-member, full-time production staff and over 60 volunteers.
- Responsible for multi-market television show “*The First Word*”.
- Developed new branding campaign from First Baptist Church to “*First Bossier*” with contemporary logos, brand identifiers and advertising campaign.
- Producer/Director for all in-house spots, testimonials and promotions.
- Buyer for airtime and \$100k+ advertising budget.
- Line Manager for ACTS local television network.
- Developed training materials and regiment for all media volunteers.
- Responsible for all Audio, Lighting and Video needs for campus.

Harvest Baptist Church, Watauga, TX – Minister of Media & Communications 1994 - 1998

- Responsible for management and training of over 30 volunteers.
- Producer/Director for local television show “*Here’s Hope!*”
- Defined project needs of audio, lighting and video production/IMAG for 3,000-seat auditorium.
- Producer/Director for all in-house spots, testimonials and promotions.
- Responsible for all Audio, Lighting and Video needs for campus.
- Lead project manager for church’s first web presence and email campaign management.
- Responsible for coordinating all media for print, video web and television.

Anthony Coppedge

Skills & Passions

- ***Strategic Analysis & Implementation*** – Combining business initiatives and team development strategies to help organizations provide results-oriented processes. A tactical thinker with the people-skills to foster honest communication and project review.
- ***Project Direction & Management*** – Leveraging project management tools is critical to ensuring projects move fluidly and efficiently. Possesses the ability to organize projects into practical steps for employees to follow successfully.
- ***Team Leadership*** – Blessed with a natural leadership capacity to rally people into motivated teams with solid accountability, effective measurement and genuine camaraderie. Solid delegation combined with a compassionate empathy fosters a safe, trusting team environment.
- ***Research & Analysis*** – Capable of providing solid research through a vast network with an exceptional ability to find the right data and metric systems to provide solid research and analysis.
- ***Internal & External Communication*** – Identifies weaknesses, develops clear policies and implements technologies to foster strong internal communications and external feedback.
- ***Passionate Communicator*** – A strong personality with a highly principled and logical left-brained mind, uniquely balanced with creative right-brain thinking, which results in an individual with high emotive capacity and the gifting of a strong presenter.
- ***Technically Adept*** – An admitted tech-geek who breaks the mold of the stereotypical nerd with quick wit, an extrovert’s personality and the ability to speak in layman’s terms about technical subjects. A fascination with gizmos and technologies has value in keeping ahead of the tech-trends in business.

EDUCATION

Mass Communications • **University of Texas at San Antonio** – San Antonio, Texas
Radio, Television & Film • **San Antonio College** – San Antonio, Texas