

# JASON DIEKMANN

CREATIVE ARTIST



COMMUNICATOR

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www.jasondiekmann.com

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## NOTABLE EXPERIENCE:

Oversaw fundraising campaign that raised \$1 million in four days.  
Produced relaunch campaign, seeing a 36% increase in click-through.  
On the production team for two internationally aired TV programs.  
Reporter for short run news program airing in a #13 news market.

## MY EXPERTISE:

Web design, graphic design and producing.  
Project coordination.  
Video production.  
Management and leadership.

## PERSONAL BIO:

From the mid-west but has lived in both Florida and California.  
Married to an awesome wife and has two amazing boys.  
Proud owner of a couple of dogs.  
Video game nerd.

## MY EXPERIENCE:

### Digital Media Producer

Joyce Meyer Ministries

September 2015-Present | Fenton, Missouri

Directs content marketing projects from concept to implementation for a worldwide organization.

Leads teams of staff, contractors and vendors in development of websites, apps, social media content, videos, ads and click funnels.

*Scope of work includes copywriting, photography, videography, graphic design and web design.*

### Lead Creative

The Launchpad Creative

June 2016-Present | Washington, Missouri

Works directly with businesses and organizations to focus their message, refine their strategy, and create a customer experience that creates buy-in from their potential clients.

*Scope of work includes consultation, web design, graphic design and copywriting.*

### Lead Creative

Intelligent Design Media

January 2010-June 2016 | St. Petersburg, Florida and Washington, Missouri

Created web presence for clients that that focused on telling their story and creating click-through.

*Scope of work included web design, graphic design, print services and video production.*

## TRAINING AND EDUCATION:

### St. Petersburg College

2010-2014

Digital Arts, Media, Interactive Web Design, and Video Production

### Relate Coaching

2012

Entrepreneurship/Entrepreneurial Studies

### Association of Related Churches

2011-2012

ARC 1.0 and 2.0

Entrepreneurship/Entrepreneurial Studies

## MY EXPERIENCE CONTINUED:

### Call Center Lead

Joyce Meyer Ministries

October 2013-September 2015 | Fenton, Missouri

Oversaw daily scheduling of representatives to ensure calls were received in a timely manner.

Supplied support, direct oversight and training to representatives to ensure they remained consistent with each call.

Was chosen by executive staff to train outsourced call center representatives to ensure a seamless experience for callers.

*Scope of work included management of representatives, training, documenting procedures, coaching, scheduling, technical support and handling difficult callers.*

### President

Relevant Life

March 2009-October 2012 | St. Petersburg, Florida

Oversaw daily operations.

Created marketing campaigns.

*Scope of work included web design, graphic design, video production, audio production and event planning.*

### President

Erie Christian Center

February 2007-May 2009 | Erie, Kansas

Oversaw and Implemented programs and campaigns that caused exponential growth in the organization considering community size and negative organization history.

Created the first online presence for the organization and oversaw the remodel of the facilities.

*Scope of work included web design, graphic design, video production, audio production, stage design, interior design and event planning.*

### Broadcast Team Member

Kenneth Hagin Ministries

2003-2005 | Broken Arrow, Oklahoma

Camera operator for the organization's internationally televised television program.

*Scope of work included camera operation.*

### Over the Road Broadcast Team Member

Joyce Meyer Ministries

April 2002-June 2003 | Fenton, Missouri

Traveled to cities all across the United States as a television crew member.

Operated television cameras and was a secondary technical director.

*Scope of work included camera operation, switcher operation as well as set up and tear down of equipment.*

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