

DAVID GLADSON

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I am a marketing professional with significant experience living and working abroad in development and relief organizations. I strive to make the world a more just and sustainable place through my work and my personal choices.

EXPERIENCE

FEB 2015 – PRESENT

MARKETING STRATEGY MANAGER, POINT LOMA NAZARENE UNIVERSITY

Manage the promotional mix for Graduate and Adult Degree Completion programs. Manage the relationship with outside vendors and consultants. Oversee strategic use of social media to drive positive brand conversations

Major projects at PLNU have included:

Website transformation project: A complete rebuild and redesign of the PLNU public website. My role included managing the 3rd party vendor who built the Drupal based framework. The new site was honored with a Case District VII Gold Award in Institutional Websites for 2018.

Attribution modeling for measuring advertising effectiveness: Designed and implemented a system for tracking the effectiveness of various marketing efforts, introducing a new way to make data driven decisions within the marketing department.

Previously served as Marketing Analyst and Content Strategist

JAN 2017 – PRESENT

ADJUNCT PROFESSOR, POINT LOMA NAZARENE UNIVERSITY

Taught Sustainability in Action - Business 475 - Spring 2017, Fall 2018

MAY 2011 – FEB 2015

MARKETING AND DEVELOPMENT MANAGER, AMOR MINISTRIES

Led the Marketing, Sales, Communications, Social Media, and Fundraising teams. Major projects included: rebuilt the website on a new platform, introduced inbound marketing strategies, and implemented a daily editorial calendar for the communications team.

Prior to becoming Marketing Manager served as Mission Services Coordinator and Marketing Intern.

AUG 2004 – NOV 2007

SMALL BUSINESS ADVISOR, US PEACE CORPS - KENYA

Worked with dry-land dairy farmers in rural Eastern Kenya to improve their incomes through farm-skill training. Worked with the farmers to improve the management and operations of the Wamunyu Farmers Co-operative Society. Worked with various small businesses and students to improve their business knowledge.

EDUCATION

MAY 2012

MASTER OF ARTS, APPLIED MINISTRY, BETHEL SEMINARY SAN DIEGO

The Applied Ministry degree combines cross-cultural leadership classes with theology, biblical studies, and church history courses of a traditional seminary degree. It is a non-ordination track degree for those seeking to ground their work in solid biblical principles. Graduated Cum Laude. Internship with Amor Ministries, served locally with Flood Church, mission trips to the Dominican Republic and Uganda.

DEC 2003

BS MARKETING, SAN DIEGO STATE UNIVERSITY

Volunteered with Students in Free Enterprise (SIFE) and performed consulting for a local company.