

# David Gladson

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## *Work Experience*

### **Point Loma Nazarene University**

**San Diego, CA**

Marketing Analyst: Feb 2015 – Present

- Designed and implemented strategies to track the cost per inquiry and cost per applicant marketing strategies for Graduate and Professional Studies and Degree Completion Programs
- Technical expert for university CMS and website hosting platforms
- Strategize and implement digital advertising campaigns across multiple platforms
- Lead and execute various phases of the website transformation project, including content strategy, redesign, and migration

### **Amor Ministries**

**San Diego, CA**

Marketing and Development Manager: April 2013 – Feb 2015

- Spearheaded a transition to a content marketing strategy, resulting in a more than 100% increase in inquiries from new churches about participating in mission trips
- Wrote content for the Amor website, including both short-form blogs and long-form E-books.
- Led the ministry-wide switch to a new contact management software to support our content marketing strategy; rebuilt the ministry website within the new CMS
- Managed Amor's social media strategy across Facebook, Twitter, LinkedIn, and Google+
- Administrated Amor's Google AdWords account
- Developed new webpages as needed; refreshed and redesigned current web content
- Created the editorial calendar for the team and edited submissions by other team members
- Revamped annual Christmas appeal into an advent campaign resulting in a 83% increase in seasonal donations

Mission Trip Services Coordinator: May 2012- April 2013

- Maintained relationships with past mission trip participants to enroll them for future mission trip opportunities
- Provided support and customer service to groups during the planning and execution of their mission trips, as well as follow up after their trips
- Maintain a high re-enrollment rate for subsequent mission trips

Intern: May 2011 – May 2012

- Worked with mission trip groups to supervise construction of homes in Mexico and Arizona
- Liaised between mission trip leaders, the recipient families, local churches, and other community representatives to ensure communication and respect cultural proprieties
- Provided spiritual guidance and practical assistance to mission trip groups during their trips

**US Peace Corps: Kenya****Nairobi, Kenya, East Africa**

Small Business advisor: Aug 2004 – Nov 2007

- Taught technical training sessions designed to increase food security for dairy farmers living in drought zones
- Field tested a new information management software package for dairy cooperatives, funded by a grant from the United Nations Food and Agriculture Organization
- Improved financial returns to farmers by marketing value-added products and streamlining co-op operations
- Implemented grants for the establishment of a tailoring school and for the purchase of milk coolers

**Talon Auto Adjusters:****La Mesa, CA**

Client Rep: Dec 2007 – Feb 2010, Office Manager: Jan 2001 – Dec 2003

- Provided advanced customer support for collection departments at client banks
- Managed accounts receivable in QuickBooks
- Supervised a staff of 8 in the completion of daily duties

*Education***MA in Applied Ministry, Bethel Seminary San Diego****June 2012**

- Program emphasis in Global-Contextual studies. This degree combines the theology and biblical studies classes of an MDiv degree with classes focusing on cross-cultural leadership and cooperation
- The program emphasized hands-on learning through field internships, which I performed in Mexico and the Dominican Republic.
- Graduated Cum Laude

**Bachelors of Science in Marketing, San Diego State University****Dec 2003**

- Graduated with a cumulative 3.64 GPA
- Over 100 volunteer hours with Students in Free Enterprise (SIFE), including teaching entrepreneurship classes at a local high school and performing consulting work for small businesses