

CREATIVE & MARKETING LEADER

# Hello, I'm Gino Beltran.

Diverse background in creative direction, marketing, and operations. Two decades of ministry and church planting experience. Currently serving as the Networking & Partnerships Director at Exponential, working to increase the community of multiplication advocates. Husband to Kimberly, fur dad to Penny, and a resident of the Nashville area serving on the production team of Cross Point Church.

## Experience

2021 - CURRENT

*Exponential - Nashville, TN*

### NETWORKING & PARTNERSHIPS DIRECTOR

Serving the leadership team with overall responsibility for partnerships, sponsorships, and trade agreements, generating \$1.2M of the \$2.4M annual operating budget. Foster relationships with church planting network, denominational, and church leadership. Operational oversight for all web development, maintenance and infrastructure. Advisory role for marketing operations and automation, creative direction and event planning.

2018 - 2020

*Velocity Productions / Velocity Pro Systems - Nashville, TN*

### VP OF SALES & MARKETING

Responsible for all sales and marketing efforts for a national firm specializing in live event, video, & animation production and audio, video, and technology integration. Led the infrastructure development and implementation for the sales and marketing teams across all divisions. Creative direction for all communications, social media, video, web, and digital marketing efforts. Relational and fiscal responsibility for all partnerships, sponsorships, customer retention, and media opportunities.

2015 - 2018

*Visioneering Studios - Nashville, TN*

### VP OF MARKETING

Responsible for all marketing efforts for a national architecture and construction firm specializing in design-build solutions for commercial clients. Managed the complete rebrand and implementation of all updated marketing and brand efforts, including print, digital, social and web. Managed all strategic marketing initiatives, partnerships, third party creative firm, annual budgets, and all publishing partnerships. Attended and managed all conference partnerships and budgets.

## CONTACT

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## SKILLS

- Brand Development
- Photography
- SEO / SEM
- Social Media Marketing
- Video Production
- Videography
- Web Development
- Event Production
- Event Management
  
- Adobe Creative Cloud
- Adobe Premier
- Woo Commerce
- Google AdWords
- Google Analytics
- HootSuite / Buffer
- HTML / CSS
- Hubspot / ZOHO
- MailChimp / MyEmma
- Squarespace
- Asana / Teamwork
- Word Press / PHP
- Zapier

# Experience Continued

2013-2014

*Ocean Minded - San Clemente, CA*

## **DIGITAL MARKETING MANAGER**

Responsible for strategic direction and design of digital marketing and global e-Commerce business. Managed and grew business, driving sales and profitability within online channels. Developed, implemented and executed initiatives and strategies ensuring marketing and e-Commerce efforts effectively integrated with brand and multi-channel efforts. Enhanced overall user experience, design, content, and brand standards. Optimized online business, including ongoing site improvements, merchandising, digital marketing and analytics. Increased deliverables and successfully implemented strategies for business successes, improving business objectives and customer experience.

2002-2013

*Wyland Worldwide, LLC - Irvine, CA*

## **CREATIVE & LICENSING DIRECTOR**

Effectively led in-house creative department, fine art publishing program, print vendors, and licensing department for all Wyland Galleries and the Wyland Foundation marketing and creative needs. Responsible for overhauling online presence, increasing e-commerce sales through SEO optimization and digital marketing initiatives. Successfully integrated film and TV production efforts into existing creative infrastructure, producing multiple seasons of educational programming and award-winning documentary films.

2009-2015

*Hope Crossing Community Church - Mission Viejo, CA*

## **CREATIVE ARTS PASTOR - BIVOCATIONAL**

Overall responsibility for all creative aspects of church services and operations; worship graphics, announcements, hand outs, website, content generation, branding and all video responsibilities. Lead and disciple volunteers involved with the creative arts ministry.

## AWARDS

2009

### **SAN DIEGO FILM FESTIVAL**

BEST FILM AWARD

Wyland Worldwide

2011

### **MACGILLIVRAY FREEMAN FILMS**

ECO AWARD

Wyland Worldwide

2012

### **BLUE OCEAN FILM FESTIVAL**

SOUND CATEGORY

Wyland Worldwide

2012

### **NEWPORT BEACH FILM FESTIVAL**

MUSIC CATEGORY

Wyland Worldwide

# Previous Experience

*Bravo Corporation - Cypress, CA - 1995 - 2002*

## **DIRECTOR OF OPERATIONS**

*WARNACO - Van Nuys, CA - 1993 - 1994*

## **PRODUCTION CONTROL SUPERVISOR**

*JBL Speaker Manufacturing - Northridge, CA - 1988 - 1993*

## **MATERIAL CONTROL SPECIALIST**

## INTERESTS

- DESIGN
- ART
- MUSIC
- PHOTOGRAPHY
- VIDEOGRAPHY
- COOKING
- GARDENING
- FITNESS
- MINISTRY