



## JONATHAN BAILIE

*VP of Ministry Development*

- ★ GRADUATE OF LIBERTY UNIVERSITY
- ★ AWARD-WINNING MARKETING DIRECTOR, SPECIALIZING IN WEBSITES, MOBILE, SOCIAL NETWORKING, AND BRANDING
- ★ JONATHAN LED HIS OWN AGENCY, LAMPLIGHT MARKETING GROUP IN GREENVILLE, SOUTH CAROLINA
- ★ SERVED AS CHIEF MARKETING OFFICER FOR WORLD NEWS GROUP

Jonathan's role at the NCLL involves creating and implementing the initiatives needed to maximize the ministry's effectiveness and expand its reach, stemming from his desire to help the churches the NCLL serves reach their communities for Christ.

Jonathan comes to the NCLL as a dynamic and creative marketing director with numerous higher education marketing awards in categories such as websites, mobile, social networking, branding, and marketing campaigns, placing him at the top of his field. He is experienced in facilitating the growth of start-up companies in multiple industries, including nonprofit, legal, medical, technology, and broadcast media production.

Jonathan earned a BS in marketing and an MBA in marketing leadership from Liberty University and began his career in 2004 as marketing strategist for Lamplight Productions, a company that offered video production, marketing communications, and website development. He then served as marketing director for a private university for four years, where he managed the audio/visual department, creative services, and all marketing functions. In 2013, Jonathan served with Lamplight Marketing Group in Greenville, South Carolina, with oversight of more than a hundred individual accounts totaling over \$1 million in revenue. Jonathan left Lamplight to serve as chief marketing officer for WORLD News Group, where he directed the full scope of WORLD's marketing activities, including product development, sales execution, and strategic advertising, resulting in a twenty-four-month growth in membership.

Jonathan's successful implementation of digital media initiatives, corporate rebranding, and complex web development for over one hundred companies in the past ten years demonstrates his talent for marketing, but his heart and passion for Christian ministry and the church has been a trademark of his career. He has spoken at numerous Christian school educator conferences and churches all across the country, served in Christian higher education, and done pro bono work for numerous ministries over the course of his career.

CONTACT JONATHAN BAILIE AT 888.233.NCLL(6255) OR VISIT [NCLL.ORG](http://NCLL.ORG)