JACOB WALSH

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WORK TIMELINE

Associate Publisher
Christianity Today | Oct 2014 - Present

Print magazines	*Digital brands*
Christianity Today	BehemothMag.com
Leadership Journal	PreachingToday.com
Books & Culture	BuildingChurchLeaders.com
Men of Integrity	

Executive Director of Marketing | Jul '14 - Oct '14

Marketing Director | Jun '12 - Jul '14

Email Marketing Manager | Jul '08 - Jun '12
Christianity Today, Advertising Dept.

President, CEO
Walsh Woodworking Inc. | Nov 2005 - Dec 2009

EDUCATION

Professional

Yale University
Yale Publishing Course for magazine media professionals
New Haven, CT / 2014

Undergraduate

Governors State University
Business Administration, Bachelor of Arts
Marketing Concentration
University Park, IL / 2003 - 2005

LEADERSHIP SKILLS

SUMMARY OF EXPERIENCE

My approach to work is pretty simple and straightforward: 1) Seek clarity for the customer, 2) Optimize backend processes, and 3) Empower teams.

Beyond that, I've found success in business boils down to people skills and a willingness to learn. Some professional highlights:

Brand marketing
Co-led rebranding efforts for CT and *Leadership Journal*, including fully redesigned magazines and websites. Developed a 'porous paywall' that led to a +160% YOY increase in subscription revenue.

Strategic partnerships
Established ongoing partnerships with World Vision, Intervarsity and The Justice Conference. Led social media campaign to secure $110k in five days via private donations for *Books & Culture*.

Product pricing and publishing strategy
Directed continual improvements to publishing model and e-commerce websites, evaluating the effects of term/value changes, publishing frequency, and other variables to maximize conversion rates and revenue.

Audience development
Secured new blog agreements and columns, including *Christ & Pop Culture* and Ed Stetzer's *The Exchange*, which garner over 500k monthly pageviews.

Cross-functional team building
Established processes for editorial, design and technology to collaborate on issue planning and integrated marketing efforts.

Financial management
Provided oversight of $7mm in revenue and expense budgets, and performed quarterly analysis and review meetings with presidential cabinet.

Digital and print advertising
Worked closely with sales, production, and IT staff to develop new advertising formats, including mobile-responsive email newsletters and sponsored content.