

NATHAN LAWSON

CAREER SUMMARY

I have excelled over the past 20 years by leading teams and implementing innovative media solutions, including logo and brand development, web and print design, video streaming production, and photography. Through effective leadership, I have successfully managed multiple departments and guided complex projects from initial concept to completion.

PROFESSIONAL PROFILE

- Strategic leadership in multimedia marketing
- Expertise in brand development and management
- Proficient in digital strategy execution
- Skilled in building lasting community partnerships
- Experienced in cross-platform campaign oversight
- Strong focus on data-driven decision-making

FAVORITE QUOTE:

“I Think with my hands.”

Maya Lin
Designer of the Vietnam Veterans Memorial

EXPERIENCE

(more details online)

Salvation Army
Greensboro, NC
01/2024 - Present

Director of Marketing and Development

- Develop and implement marketing and fundraising strategies that align with the organization’s mission, increasing community awareness, donor engagement, and program participation. Oversee initiatives that expand the nonprofit’s reach and impact within the community.
- Lead a team of staff and volunteers, fostering collaboration across departments such as development, communications, and program communication. Mentor team members, cultivate partnerships, and inspire a shared commitment to the organization’s goals.
- Analyze donor trends, campaign outcomes, and community needs to refine strategies that maximize resources and impact. Manage budgets responsibly while ensuring effective storytelling and engagement across all outreach channels to secure funding and support.

Salvation Army
Greensboro, NC
11/2018 - 12/2023

Marketing & Public Relations

- Provide planning, development and implementation of the organization’s marketing and public relations strategies for both internal and external audiences.
- Coordinates development and implementation of print and digital marketing collateral.
- Set goals, monitors work and evaluates results to ensure organizational needs and objectives are met

Chris Cox Horsemanship
04/2018 - 05/2018

Contracted MultiMedia Consultant

- Developed Processes for Design Data Management and Archiving Structures
- Review/Assist filming/editing for productions of the television show Chris Cox Horsemanship on RFD
- Consulted on filming schedules
- Work & Develop Ads along with revisions for social and website platforms

EDUCATION

COLUMBIA INTERNATIONAL UNIVERSITY
Columbia, SC
B.S. in Communications / emphasis on Graphic Design
May 2000

SAVANNAH COLLEGE OF ART AND DESIGN
Savannah, GA
Graduate Work in Graphic Design
2003-2006

PROFICIENCIES



ACTIVITIES

Devoted 
**Husband
Father of Four**

 **Hiked the literal
Valley of
Shadow & Death**

Love **COFFEE** 
so much
I built a
Coffee Shop in our house!

GI JOE **MASTERS OF THE UNIVERSE**
Retro Toy
Junkie