

# RYAN FITZGERALD

## PROFILE:

I love leading highly collaborative teams to take unforgettable experiences from concept to execution. I add the most value to a project when I contribute as a strategic thinker, team leader, people developer, culture creator, vision castor, creative innovator, results getter, potential maximizer, and problem solver.

Here are a few relevant items from my portfolio:

- [Decatur City Brand Development](#)
- [BELAY Ad Sets](#)
- [Better Because Fundraising Campaign](#)

## EXPERIENCE:

### **BELAY Solutions • 2021-Present**

Director of Marketing • Jan 2023–Present

Senior Marketing Manager • May 2021–2022

My primary responsibility has been leading the Performance Marketing, Content Marketing, and Creative Services teams. Tactically leading the marketing leadership team, I have stewarded the brand, created the direction and strategy for content development and marketing strategies, and directed all lead generation opportunities. After 1.5 years in the organization, I was promoted to the Director of Marketing, serving as the VP of Marketing's sole direct report and manager of a 16-person team with a \$4.5mil budget.

In addition to leading these teams, I lead the planning and production for quarterly in-person corporate team events, am the primary host for the weekly podcast, and regularly represent BELAY at conferences as a speaker.

*Notable Accomplishments:*

- Designed, hired, and built a world-class in-house Creative Services team
- Promoted to director after 20 months in the organization
- Creative directed multiple high visibility campaigns, including Morning Brew, Golf Digest, Entrepreneur.com campaigns, and Major Airport Clear Channel brand campaign
- Led a full brand audit and ending with a newly defined visual identity system
- Grew the One Next Step podcast reach by over 50% in less than a year
- Led the development of an internally managed influencer/affiliate marketing program
- Oversaw the transition and design of all content and email marketing to HubSpot Marketing Hub
- Grew monthly marketing qualified lead volume by 94% in the first quarter of being the director through partnership, sponsorship, and search engine marketing

### **North Point Ministries, Inc • 2006-2021**

Service Programming Director • Decatur City Church • 2014–2021

My responsibilities were leading the teams that create and execute the Sunday guest and live production experience, design and brand development, internal and external communications, social media, and facility management at North Point Ministries' east Atlanta campus, Decatur City Church.

As the lead pastor's primary advisor, I represented Decatur City's interests at the most senior tables within North Point Ministries and among community leaders. The role was a mix of creative, operational, and executive leadership. I managed a \$1.6mil+ annual budget over four divisions representing a team of 15+ staff and contractors (creative, music, photo and video production, live events, social media and communications, guest services, facilities, operations, HR, etc.) while overseeing countless external vendors and budgets for project and events. Creating a healthy staff culture that prioritized flexibility and excellence in a fast-paced start-up environment were essential in this role.

*Notable Accomplishments:*

- Development of the Decatur City brand from launch into a reputable brand in the community
- Design, implementation, and staffing of a \$1.5mil portable church system
- Leading the design, systems, and execution of a \$2.5mil building renovation
- Strategized and executed a full pivot from live to natively digital experiences due to COVID-19

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He/Him

**Enneagram:**

8w7

**Myers-Briggs:**

ENTJ

**Predictive Index:**

Captain

**RightPath:**

Director

**StrengthFinder:**

Futuristic, Strategic, Significance, Competition, Activator

**Working Genius:**

Galvanizing and Invention

Portfolio available at  
[ryanwfitzgerald.com](http://ryanwfitzgerald.com).

References available  
upon request.

## EXPERIENCE (CONT.):

### Equipping Director (Consultant) • Strategic Partners • 2008–2014

My primary responsibility was to equip partner churches nationwide with the training and resources needed to execute the North Point strategy and vision. This included leader development, experience evaluation, training, strategic planning, creative and branding consulting, and community building. I also coached leaders on hiring, team development, marketing, budget development, and fundraising.

### Catalyst Church • North Point Strategic Partner • 2006–2008

## NOTABLE EXPERIENCES:

- Host, One Next Step Podcast 2022-23
- Speaker, XP Summit 2022, 2023, Dallas, TX
- Speaker, Creature Comforts' Get Comfortable Campaign Launch 2020, Decatur, GA
- Guest Faculty, Industrial Designers Society of America NE Conference 2015, Harvard University, Boston, MA
- Presenter, Drive Conference 2015, 2017, 2019, North Point Community Church, Alpharetta, GA
- Speaker, En La Via 2013, Las Buenas Nuevas del Este, Barquisimeto, Venezuela
- 4 years of weekly work with a professional counselor
- 12 years of monthly executive coaching

## EDUCATION:

Liberty University, Lynchburg, VA – Bachelor of Science Interdisciplinary Studies