

# MARY PARKER BERNARD

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## EXPERIENCES

### BRAND JOURNALISTS, NASHVILLE, TN

*Senior writer, editor*

*(2016-present)*

Brand Journalists is a franchise lead generation firm providing content marketing, franchise SEO and PPC services along with franchise development video production. Clients include Sonic, Captain D's, Gigi's Cupcakes, I Love Juice Bar, Gatti's Pizza, i9 Sports, Touching Hearts at Home, and Merle Norman Cosmetics.

Edit/write/proofread franchisee recruiting websites and monthly blog, email, and press release content for agency clients; create and manage editorial calendars. Travel to client corporate offices for field visits for information gathering, in-person interviews, and recording interviews for video documentaries. Conduct phone interviews with corporate office staff and franchisees. Coordinate with graphic designers and video producers to use visual tools to achieve goals for clients and their brands. Edit/write/proofread other marketing collateral, including downloadable reports, brochures, handouts, print and digital ads, and postcards and mailers.

Website analytics showed that for at least one client, 50% of all new franchise sales in 2017 originated from an organic visit to the blog. New franchisees consistently report that the blog content significantly influenced their research into a franchise opportunity and then to eventually buy a franchise.

### BOWEN DIGITAL, NASHVILLE, TN

*Content marketer, writer*

*(2017-present)*

Bowen Digital is a digital marketing agency that delivers compelling solutions in the areas of search engine optimization (SEO), pay-per-click (PPC & SEM), and social media optimization with proven digital marketing strategies and implementation integrated throughout the plan.

Organize, monitor, and maintain *Jesus Calling* Ambassadors Program (HarperCollins Christian Publishers), which consists of more than 100 online influencers promoting the *Jesus Calling* brand through their social media and digital channels; facilitate training webinar for Ambassadors; content marketing and management for the *Jesus Calling* Podcast Facebook Group; serve as Group admin; write, publish, and schedule Facebook group posts; monitor Group activity and interaction.

### THE A GROUP MARKETING AND TECHNOLOGY, BRENTWOOD, TN

*Writer, editor, proofreader, blogger, content marketing strategist, social media strategist*

*(2009-present)*

The A Group is a marketing and technology firm that helps non-profits, churches, ministries and organizations accomplish their goals through strategic planning, effective marketing, and innovated technology.

Manage blog and social media platforms for agency clients: post updated content; create, maintain, and execute content calendar. Write and/or edit ad copy, website content, independent publishing manuscripts, radio spots, brochures, social media posts, email copy, eBooks, case studies, white papers, and marketing plans. Clients include The United Methodist Publishing House/Abingdon Press and Lifeway Christian Resources. Specifically, the bulk of my work has been spent on the following accounts:

**Donor.com website  
(2017-present)**

[www.donor.com/blog](http://www.donor.com/blog)

Primary writer for company blog and social media posts; write two blog posts, ten Twitter, two Instagram, and two Facebook posts weekly. Write premium downloadable content pieces for thought leadership and lead capture purposes. Write landing page, Facebook, banner, and pay-per-click ad copy to promote the downloadable resources.

**Adam Hamilton, author and pastor (Abingdon Press, HarperOne)  
(2012-present)**

[www.adamhamilton.org](http://www.adamhamilton.org)

Manage blog platform, content creation, and blog editorial calendar; adapt excerpts from author's books for blog posts

**Dan Boone, author and president of Trevecca Nazarene University (Beacon Hill Press)  
(2013-2016)**

[www.danboone.me](http://www.danboone.me)

Managed blog platform, content creation, and blog editorial calendar; created and executed social media ad campaigns; oversaw social media posting strategy; adapted excerpts from author's books for blog posts; wrote original posts and guest posts for author

**Meg Meeker, M.D., author and pediatrician (Ballantine Books)  
(2011-2013)**

[www.megmeekerm.com](http://www.megmeekerm.com)

Managed blog platform, content creation, and blog editorial calendar; created and executed blog and social media giveaway campaigns; oversaw social media posting strategy; adapted excerpts from author's books for blog posts; wrote original posts and guest posts for author; edited and oversaw entire publication process of two products, *Strong Fathers, Strong Daughters: The 30-Day Challenge* and *Strong Fathers, Strong Daughters: Small Group DVD Study and Participant's Guide*

***The God Hater* by Bill Myers (Howard Books)  
(2010)**

[www.thegodhater.com](http://www.thegodhater.com)

Wrote, edited, compiled, and uploaded all content for website to promote book and its author

**OTHER FREELANCE WORK AND ONLINE WRITING**

*Writer, editor*

**(2004-present)**

- ❖ ***New Heartland Group***: wrote white paper, "How to Build a Brand Campaign That Speaks American"
- ❖ ***Abingdon Press***: write press releases promoting upcoming books and authors
- ❖ ***Moxie Media & Management***: wrote monthly website and social media content for agency clients, in the health and wellness, green living, and travel agency industries
- ❖ ***Families Connect***: write blog posts; [www.familiesconnect.com/author/mberard](http://www.familiesconnect.com/author/mberard)
- ❖ ***Cokesbury and Abingdon Press***: Curriculum creator/writer and editor for Cokesbury's Sunday school youth resources, including online quizzes and puzzles, *LinC (Living in Christ)*, *Claim the Name*, *The Amazing Bible Race*, and *Bible Lessons for Youth*, author of *Clothed in Christ* published by Abingdon Press
- ❖ ***Sparkplugging***: [www.sparkplugging.com/freelance-parent/author/mbernard/](http://www.sparkplugging.com/freelance-parent/author/mbernard/)
- ❖ ***WritingMomof3***: [www.writingmomof3.com](http://www.writingmomof3.com)

## YOUTH RESOURCES, THE UNITED METHODIST PUBLISHING HOUSE, NASHVILLE, TN

*Production and associate editor*

(1999-2002)

Hired new writers; edited curriculum for theological soundness, age appropriateness, and biblical accuracy; re-wrote manuscripts as necessary to conform to publications' guidelines and objectives; worked with designers to create cover and interior art concepts; supervised the complete re-design of one curriculum piece; managed editorial production processes of quarterly curriculum and special publications; copyedited manuscripts traditionally and electronically for grammar, spelling, punctuation, flow/structure of text, conformity to style, clarity of text, and ease of use of instructional material.

## WRITING SAMPLES

### Websites

Wrote website copy based upon interviews and information gathering conducted at the corporate headquarters with key personnel.

- Gatti's Pizza - <https://gattispizzafranchise.com/>
- Touching Hearts at Home - <https://touchingheartsfranchise.com/>

### Interviews/profile pieces

Interview franchise owners about their businesses and then write profile/spotlight pieces for the franchise blogs.

- <https://gigiscupcakesfranchise.com/nfl-football-players-bring-gigis-cupcakes-austin-texas/>
- <http://ilovejuicebarfranchise.com/featured/love-juice-bar-franchise-owner-anthony-anderson/>
- <https://www.i9sportsfranchise.com/i9-sports-franchisee-profile-alex-and-maria-martinez/>

### Ongoing blog content and downloadable premium content

Write at least two blog posts, two emails, and fourteen supporting social media posts weekly for Donor.com:

- <http://www.donor.com/blog>

Wrote 3 free downloadable reports for Donor.com:

- <http://www.donor.com/blog/show-your-donors-your-appreciation>
- <http://www.donor.com/blog/8-critical-segmentation-strategies-to-increase-your-giving>
- <http://www.donor.com/blog/definitive-guide-to-millennial-givers>

## EDUCATION

### MIDDLE TENNESSEE STATE UNIVERSITY, MURFREESBORO, TN

1998 Master of Education, Teacher's license for English, grades 7-12

1992 Bachelor of Science in Mass Communications (Broadcast Journalism)

## REFERENCES

References are available upon request.