

# Ray Deck III

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## SMART | GETS THINGS DONE

### QUALIFICATIONS PROFILE

- ☑️ **Versatile leader**, effective communicator and motivator who thrives in an atmosphere of challenge.
- ☑️ **Data-driven decision maker** who's unafraid of a little heuristics when venturing into new territory.
- ☑️ **Lifetime student** with strong commitment to ongoing professional growth.
- ☑️ **Catalytic creative** with vast experience in both creation and successful execution of innovative ideas.

### WORK CHRONOLOGY

#### FOUNDING DIRECTOR | SKOOKUM KIDS, BELLINGHAM, WA | 2014–PRESENT

- Assembled a team of volunteers to launch Skookum Kids, a foster care charity, and grow it rapidly despite many of its largest and oldest peer organizations closing their doors in the same timeframe.
- Grew annual gross receipts from \$0 to \$108,000 in 18 months, \$600,000 in 36 months, and \$1.6M in 48 months.
- Bootstrapped a foster parent training & licensing operation, adding 60 new families in 36 months.
- Pioneered an innovative approach to foster parent recruitment, applying both new strategies and tactics to reverse a 5-year decline in licensed homes.
- Executed the successful acquisition, integration, and turnaround of Perch & Play, an indoor playground and café.
- Simultaneously constructed a best-in-class program array, a robust fundraising apparatus, and an innovative policy & advocacy shop.

#### MARKETING SPECIALIST | LINEAGE MEDIA & SOLUTIONS, BELLEVUE, WA | 2015–2017

- Managed the organization's first and only profitable account until the client sold its business to a competitor.
- Created a 20% increase in website traffic in one month by optimizing existing content for search engine friendliness.
- Negotiated a joint promotion for our client with proplaygrounds.com.

#### VARIOUS (THREE PROMOTIONS) | FAITHLIFE CORPORATION, BELLINGHAM, WA | 2013–2016

- Executed launch and promotion of *Start Next Now* by Bob Pritchett and 5 other books published by Lexham Press.
- Wrote and produced the pilot episode for a children's TV show.
- Build and managed BellinghamWins.com, a blog about Bellingham used by the company in talent attraction.
- Designed and produced *Over Bellingham*, a coffee table book of aerial photography of Bellingham.
- Championed, planned, and executed the Logos.com/webinar project producing \$130,000 in revenue in 260 hours of work.
- Assumed full P&L responsibility for a 23-year-old line of business, doubling all-time sales in just 3 months.
- Designed and carried out a content marketing strategy for a pair of product-oriented blogs resulting in 106% growth in 8 months.

#### FREELANCE COPYWRITER & MARKETING CONSULTANT | SELF-EMPLOYED, REMOTE | 2012–2014

- Established a reputation for creating excellent marketing copy while serving numerous freelance clients including Transifex, TMCnet, ClearLink, Amy J. Stoddard Marketing, Jackson Bay Group, Erasmus Communication, and Paste Magazine.

#### EXECUTIVE ASSISTANT TO MIKE CALHOUN | WORD OF LIFE FELLOWSHIP, SCHROON LAKE, NY | 2011–2013

- Resurrected a dying conference with negative brand equity and set attendance records in a 3 year turn around.
- Served as editor of 7 books by Mike Calhoun.
- Negotiated a partnership between Davis Bible College, Baptist Bible College, and Word of Life that involved joint student recruitment, coordinated admissions, and collaborative scholarship designs.
- Negotiated a collaboratively produced conference with Logos Research Systems.

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## DRAMATIST-IN-RESIDENCE | WORD OF LIFE BIBLE INSTITUTE, SCHROON LAKE, NY | 2006–2013

- Oversaw 50+ employees as Front of House Manager at the Harry Bollback Performing Arts Center.
- Served as Producer, Script Supervisor, and Front of House Manager for Word of Life's *Sights and Sounds of Christmas* with attendance totaling more than 50,000 in 3 record-setting years.
- Wrote and directed 23 one-act plays while Dramatist in Residence at Word of Life Bible Institute.

## PROJECT COORDINATOR | WORD OF LIFE LOCAL CHURCH MINISTRIES, SCHROON LAKE, NY | 2009–2011

- Pioneered the first use of email, social media, and content marketing at Word of Life, pitching the idea to decision makers to build internal support for the experiment, executing the first early experiments, and eventually growing all three channels into multi-million dollar annual revenue producers.

## STAFF COORDINATOR | WORD OF LIFE FAMILY CAMPGROUND, POTTERSVILLE, NY | 2006–2009

- Hired and managed 120+ seasonal staff—high school & college students—through 3 successful camp seasons.

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## EDUCATION

### MASTER OF RELIGIOUS EDUCATION: 2011

West Coast Seminary | Waco, TX

### BACHELOR OF SCIENCE IN MULTI-DISCIPLINARY STUDIES: 2009

Liberty University | Lynchburg

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## ACTIVITIES AND ACHIEVEMENTS

*Community Impact Award* from the Seattle Business Magazine 2019

*CEO of the Year* from the Bellingham/Whatcom Chamber of Commerce 2019

Convening Panel Re-Wire Policy Conference 2018-Present

Treasurer of the Washington Association of Children & Families 2019-Present

Vice Chair of the CPA Division of the Washington Association of Children & Families 2017-2019

Served on the *Children's Administration Foster Parent Team* from 2017–2019

*Peacebuilder Award* from the Whatcom Dispute Resolution Center in 2018

*Non-profit of the Year* from the Bellingham/Whatcom Chamber of Commerce in 2017

*Bellingham Business Journal's Top 7 Under 40 list* in 2017

Deacon at Christ Church Bellingham from 2017–Present

Speaker at TEDxWWU in 2015

Leadership Whatcom class of 2015–2016