

Edward Lawrence

Marketing & Communications

I'm a creative content creator with expertise in graphic design, social media strategy, and event promotion. Over seven years, I've specialized in visually compelling campaigns for web, digital media, and print design, as well as social media marketing. I excel at building strong client relationships and delivering results efficiently.

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WORK EXPERIENCE

Marketing Content Creator Vertex Energy, Inc.

08/2022 - 02/2025

Houston, TX

- Developed targeted content strategies by researching industry trends, which drove a 50% increase in audience engagement across digital platforms.
- Served as the content steward for digital properties, ensuring messaging remained aligned with user needs and marketing initiatives, resulting in a 20% improvement in lead generation from web platforms.
- Launched and maintained a quarterly internal newsletter that boosted employee engagement and fostered stronger communication within the company.
- Analyzed key performance metrics to refine content strategies, delivering data-driven reports that informed strategic changes, resulting in a 50% improvement in overall content performance and a 45% increase in audience engagement.

Digital Media Manager Houston's First Baptist Church

09/2019 - 07/2022

Houston, TX

- Managed primary social media accounts for the organization, including content standards, planning, creation, and posting to engage over 25,000 followers with expertise in growth marketing and creative design.
- Commanded all data analytics and analysis, tracked social media engagement, prepared reports, and shared data as directed to determine the overall performance of marketing initiatives using Hootsuite, Facebook Analytics, and Google Analytics.
- Established an extensive repository of high-quality images by providing steadfast photography and graphic design support to various ministries, effectively communicating their unique missions and visions.
- Provided expert guidance and coaching on digital media to four campuses, 25+ ministries, and 150+ staff members.

Marketing Associate A.D. Players

09/2017 - 03/2019

Houston, TX

- Played a pivotal role in developing and organizing advertising materials, which led to an unprecedented 85% increase in ticket sales for both Mainstage and Children's Theater productions.
- Leveraged strategic campaigns and consistent content updates to massively expand the company's social media impact by 175%, significantly boosting followers and engagement across Facebook, Twitter, and Instagram.
- Ensured adherence to A.D. Players' brand standards across all printed and digital materials, achieving a cohesive and professional image throughout all marketing channels.

SKILLS

Social Media / SEO Management

Event Promotion

Digital Growth

Adobe Creative Suite

Branding

Copywriting

Microsoft Office

Photography

Content Management

Graphic Design (Digital/Print/Web)

Project Management

Content Creation

EDUCATION

Marketing (BA) Houston Baptist University

2009 - 2016

Houston, TX

VOLUNTEER EXPERIENCE

Creative Team Lead Metro HTX

01/2017 - Present

Houston, TX

Worship Gathering for Young Adults at Houston's First Baptist Church

- Supervised a volunteer photography/videography team, coordinated schedules, assigned tasks, and ensured full event coverage.
- Successfully documented over 150 events, effectively creating a visual archive that vividly captured the growth and spirit of the community.
- Since 2017, achieved a 500% increase in Facebook and Instagram engagement through compelling visual content.