

# REVEREND BERNARD

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MEDIA BRAND FACILITATOR EVANGELIST

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## CONTACT

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## PROFILE

I committed my life to the Lord in 2012, and over the past 14 years He has guided me on a path of faith, leadership, and service. That journey of servanthood led me to pursue licensing and ordination as a Reverend, where I now look to inspire, equip, and empower others through ministry and media.

My passion for social media began in 2004 when it first appeared on my college campus as a revolutionary way to connect and communicate. Over the past 20+ years, I have developed extensive experience creating and executing impactful social media campaigns, producing engaging digital content, analyzing performance metrics, and implementing proven marketing strategies.

I specialize in helping brands and organizations establish a strong, authentic online presence by fostering meaningful conversations that drive awareness, engagement, and conversions. By staying current with industry trends and best practices, I deliver data-driven results that consistently exceed expectations.

My mission is to help individuals and organizations find and amplify their unique voice—creating digital platforms that inform, inspire, and transform communities. I aim to build lasting connections between brands and their audiences, guiding them toward growth, purpose, and measurable success

## PROFESSIONAL TITLE

Marketing Strategist

Brand Development Strategist

Script Writer

## BRANDING EXPERIENCE

Rebrand of Vines Suits – Audited current brand analytics that involved customer retention, market value, and studied competitors using quantitative data comparison.

Re-created new mission statement, vision statement, and defined core values. Facilitated and created, social media posts, and commercials to local radio for Men's suit store. All these actions led to the Grand Re-opening of Vince's Suits

Penned radio commercial for host on nationally syndicated radio show to promote Vince's Suits

**Professional  
Title**

**Radio Show Host**  
Hawk Talk Radio

**Podcast Host**  
Co-Host of Love & War

Co-Host of Royal People

Host of Life After Divorce

Co-Host of Uncovered 169

**Hosting  
Experience**

Built and nurtured a community of subscribers/followers across radio and social media platforms.

Interviewed guests, including ministry leaders, entrepreneurs, and community influencers, expanding audience reach.

Developed and executed promotional campaigns that increased web traffic by.

Increased social media engagement by driving traffic from digital platforms to streaming channels.

Conceptualized and launched a faith-based podcast, producing episodes with consistent weekly publishing cadence.

Grew podcast downloads/listens by thousands within 30 days through strategic content planning and targeted promotion.

Achieved an average rating of 5/5 stars on platforms such as Apple Podcasts and Spotify.

Implemented data-driven content strategy using analytics, improving viewer consistency to 1000 viewers a day

Developed and executed promotional campaigns that increased web traffic by.

**Church/Ministry**

Kingdom Of GOD is at Hand  
Uncovered169

Content Creation  
Analytics  
Communication

Creativity  
Strategic thinking

**YouTube Brand Facilitator**

Directed high-performance social media campaigns that strengthened brand presence and generated significant, measurable digital growth.

Directed organizational social media growth initiatives, leveraging compelling content, data-informed strategy, and sustained audience engagement to strengthen brand influence.

Collaborated with various creative teams to execute integrated campaigns that supported key business goals and improved overall digital performance.

**Education**

**Course Studied**

West Virginia Institute of  
Technology 2004

Maryland Eastern Shore 2005

First Century Church of CHRIST  
Institute - 2020

Tree Of Life Institute of Biblical  
Studies -2023

Light University -2025

Electrical Engineering

Pre Law

The Law (First 5 Books of the Bible)

License, Ordination, and Consecration

Mental Health Coach Certificate