

CURRICULUM VITAE

Ron Tinsley
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OBJECTIVE

To continue using my research, teaching and visual communications skills in the nonprofit, education, social enterprise and business sectors.

EDUCATION

M.A., Urban Studies, Eastern University, Philadelphia, PA, 2008

Campolo College of Graduate and Professional Studies

Concentration: Urban Studies

Thesis: Enterprise & Education: Giving Disadvantaged Youth Access to Capital in Various Forms to Compete in the Global Economy

B.F.A., Graphic Design, University of the Arts, Philadelphia, PA, 1990

KEY SKILLS

Graphic Design

Project Management

Digital/Interactive Design

Design Thinking

Market/Audience Research

Systems Thinking

Marketing

Nonprofit Leadership

Brand Strategy

Media Education

Social Media

Youth/Adolescent Development

PROFESSIONAL EXPERIENCE

Creative Director: 2016 – 2019

Mennonite Church USA

Elkhart, IN

Manage national corporate identity standards and provide design/ marketing services to various departments, partners and affiliates; develop visual identity for biennial convention.

Brand Consultant/Graphic Designer: 2014 – present

Prophetik Soul Branding + Design

Philadelphia, PA

Provide design and marketing services through my business for educational institutions, social enterprises, cultural and advocacy nonprofits. Areas of Expertise: Market/Audience Research, Brand Strategy, Print/Digital/Interactive Design and Media Education.

Communications Director: 2006 – 2014

Philadelphia Mennonite High School

Philadelphia, PA

Created and maintained print, internet (website, e-newsletter) and social media presence; wrote curriculum and taught media classes for minority students from disadvantaged communities.

Area Director: 1999 – 2006

Young Life Greater Wilmington

Wilmington, DE

Initiated and managed programs targeting at-risk children, youth and families in northern New Castle County. Recruited and trained board members, volunteers, teachers and parents. Developed and implemented fundraising initiatives to support various programs.

Communications Director: 1997 – 1999

Ambler Area YMCA

Ambler, PA

Created print and digital materials to promote YMCA programs; developed a system for other area YMCAs to access design services from the Ambler Area YMCA.

Graphic Designer: 1995 – 1997

RT Design

Lancaster, PA

Self-employed graphic design and marketing business.

Art Director: 1990 – 1995

Mennonite Central Committee

Akron, PA

Coordinated and designed print communication materials for an international relief and development nonprofit to promote programs. Managed graphic corporate identity standards.

TEACHING EXPERIENCE

Adjunct Instructor: 2009 – 2016

Eastern University

Undergraduate Courses: Contemporary Social Problems, Cross Cultural Studies, Contemporary History of Western Thought: 1500-Present.

Adjunct Instructor: 2009, 2011, 2015

Eastern University College of Graduate and Professional Studies

Graduate Courses: Urban/Global Youth Culture, Resource Development

Adjunct Instructor: 2010

Camden County College

Undergraduate Course: Media Education

High School Teacher: 2006 – 2013

Philadelphia Mennonite High School

Classes: Religion; Media and Culture; Multimedia

WORKSHOPS/PRESENTATIONS

Workshop Instructor: Crafting your Brand Identity for your Business (2018)

Community College of Philadelphia PowerUp your Business

Guest Instructor: Media and Nonprofits (2015, 2016)

Temple University Graduate School of Social Work

Guest Presenter: SEO: Promoting Your Business (2015)

The Temple University Small Business Development Center (SBDC) Incubator Program

Guest Presenter: Marketing for Youth (2015)

Young Scholars Charter School

Guest Presenter: Branding for Micro-Entrepreneurs (2014)

Finanta

Online Webinar Presenter: How to Reach the Millennial Generation (2014)

Eastern University Youth Ministry Department, Philadelphia, PA

Guest Presenter: Media Education and Social Media (2013)

West Catholic Preparatory High School, Philadelphia, PA

Guest Presenter: Minority Students, Self-Advocacy and Social Capital (2009)

Eastern in the City Program, Philadelphia, PA

Guest Presenter: Rise of the Image Culture (2008)

National Christian Multicultural Student Leaders Conference, St. Davids, PA

AWARDS

2017	Certificate of Excellence, Graphic Design USA Award
2008, 2009, 2012	Faculty Awards, Philadelphia Mennonite High School
2005	Commendation, City Council, S.A.F.E. Pathways Learning Center, Wilmington, DE
2003	Outstanding Service, Colonial School District, S.A.F.E. Pathways Learning Center, Wilmington, DE.
2002	Certificate of Appreciation, Colonial School District, S.A.F.E. Pathways Learning Center, Wilmington, DE.

SERVICE & INTERESTS

- Young Entrepreneurs Academy: Mentoring middle school youth interested in entrepreneurship, Rosemont College (2015)
- Oxford Circle Christian Community Development Association: Co-Chair of Program Committee for Youth and Adult Programs (2012- 2013)
- Global Urban Dialogue Travel Delegation: From Philadelphia, PA to Seoul, South Korea (2009)
- Eastern University: Urban Studies Curriculum Development Meetings (2009)

SKILLS/QUALIFICATIONS

- Brightspace
- Blackboard
- Wordpress CMS
- Adobe print and digital graphics programs (Photoshop, Illustrator, In Design)
- Internet analysis and social media tools (Google Analytics, HootSuite)
- Microsoft Office