



D. GARRETT WOLF

*Process Improvement Mgmt -
Digital Infrastructure Architect
- Communications & Mktg -
Events-Graphics-Metrics-Sales*

📍 Colorado Springs, Colorado

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Skills

Process Improvement Mgmt | 20yrs



Systematic B2B/B2C process improvement to increase efficiency, quality, & productivity.

Event Management | 20yrs



Coordination/planning/execution of all tasks & features including people mgmt & timeline objectivity for successful event production.

Metrics & Analytics | 20yrs



Data architect/analyst measuring objectives: Giving, Attendance, Viewership, Budget, Projections, YTD/Monthly Reports, Etc.

Research & Presentation | 20yrs



Inquire/examine/locate info --> analyze data --> present visually appealing results in an organized and objective format.

Interdepartmental Mgmt | 13yrs



Communication, coordination & processing of numerous details from multiple depts.

Graphic Design Publications | 10yrs



Logos, graphics, posters, flyers, booklets, mailers, banners, digital & physical content.

Mobile / TV App Management | 9yrs



Subsplash platform architect and manager of Church smartphone, tablet, and tv apps.

Web Management | 6yrs



3 yrs oversight and another 3 yrs as architect of the organization's Wordpress website.

Sales Management | 4yrs



Client maintenance + generate new business through face-to-face appointments, emailing, prospecting, cold-calling, and networking.

Profile

Highly motivated. People oriented. Advanced education in corporate business practices with a broad background of business operations experience. Embodying a team mentality and featuring 20yrs in process improvement management including an acute attention to detail specializing in time management, communication, interdepartmental coordination, process analysis, and event production. Successful performance of robust workloads in non-profit/education/sports business sectors through the areas of finance, metrics analytics, events, sales, marketing, career services management, web & mobile platform infrastructure, and high volume graphics production.

Work Experience

2012 - Current **Freelance & Consultant: Digital Infrastructure & Marketing**

GZYNE

Physical/digital signage, graphics, publications, promotions, and advertisements. Technical/promotional writing and custom PPT presentations. Mobile apps architecture, process improvement management, and digital infrastructure.

Mar 2021 -
July 2024

Digital Infrastructure & Communications Manager

Sonrise Christian Center

As an extension of the church Executive/Chief of Staff, facilitate & administrate interdepartmental communication, business processes and standards, human resources, operations strategy, and brand standards while building out and managing infrastructure, multiple digital platforms, and all data metrics.

- Creative Team - Coordinate, communicate, & disseminate weekly agendas, initiatives, tasks, events, and team accountability.
- Mobile App Architect & Manager
- Internal & external coordination & design of weekly/monthly promo initiatives
- Administrator / account owner of numerous digital platforms & dashboards
- Architect, manager, and analyst of all metrics data processing
- Marketing & Promotions: Design, print, cut, disperse physical & digital content
- Xerox Versant 180 (full color, booklet) & Duplo DC-616 slitter/cutter/creaser
- ALPHA Ministry administrator and weekly table leader

Jan 2021 -
Feb 2021

Communications Consultant & Metrics Architect

Cedar Park Church

Document communications best practices/processes, educate new onboarded talent, and reframe the church's metrics workbook for the foreseeable future.

Mar 2014 -
Dec 2020

Director of Digital Channels & Promotions

Cedar Park Church

Lead, coordinate, plan, design, and manage all promotional projects consisting of both physical and digital advertisement and communication content with a primary focus on web, mobile, and TV platforms. Weekly metrics data, event marketing & planning, and branding for 35+ internal & external outreach ministries facilitating over 1,000 weekly members/guests and 1,300 student evangelical school. Position reports directly to Senior & Executive management.

- Communications department leader
- Build, coordinate, and manage multiple digital platforms & dashboards
- Internal & external coordination of all promotional initiatives
- Advertisement & design of physical & digital content
- Architect and manager of all metrics data processing
- Publication supplies oversight.

Sep 2012 -
Jun 2013

MBA Career Services Graduate Assistant

Western Washington University MBA Program

- Coordinate employment opportunities between MBA students and companies
- Assist students in career fairs and resumé workshops
- Management and promotion of MBA recruiting events
- MBA Career Services rebrand: logo, blog, advertisements, enhanced PPT presentations, and event guide templates

Jun 2012 -
Aug 2012

Graduate Intern (Careers & Foundation)

Western Washington University

University Career Services:

Objective: Identify student internship and career opportunities through the Western Washington Alumni Network

Deliverable: 200 new networked contacts representing 119 companies

University Foundation:

Objective: Explore and identify university corporate partnership programs

Deliverable: 30min PPT presentation to the Director & Executive staff detailing program recommendations for increased yearly revenue & website improvement. Several recommendations/programs were immediately implemented

Software Proficiency | 10yrs +



Google Workspace
Microsoft Office Suite (Word, Excel, PPT, etc)
Share Point
iCloud
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat Pro
Mailchimp
Planning Center Online
Basecamp Project Management
WordPress Website
Church Metrics
GroupMe
Facebook Business Account
Instagram Business Account

Key Personal Characteristics

Team player, detail/service oriented, and results driven

Excellent time management, adaptable, with ability to handle a high stress environment & changing priorities

Self motivated professional, systematic with an entrepreneurial approach

Positive, proactive attitude, willing to accept feedback

MBA Awards & Honors

As voted on by the graduating class:

- Most Likely To Be CEO
- Person You'd Like Most to Have On Your Team

Recruited --> MBA Career Services Grad Asst.

- Full-2nd Year Tuition Scholarship
- Paid position

Chamber of Commerce Awards

Honored as the month's most networked individual in the City of Mobile, Alabama. Representing the Mobile BayBears Professional Baseball club.

- Jan. 2011 - Diplomat of the Month
- Feb. 2012 - Diplomat of the Month

Grand Jury Foreman | Fall 2010

Selected as Foreman, leading a 15 person Grand Jury in the disposition of 650 cases over a two week period.

ENTREPRENEUR | 2017-Current

Store Owner & Sales Contractor

Rainier Consignment & Collector's Cards

Online marketplaces selling sports cards, memorabilia, new/used antiques, and vintage collectibles through Amazon, Ebay, Etsy, and Mercari web-based platforms.

- Communication / contracts / scheduling
- Merchandise research and target pricing
- 100% positive feedback/grades across all platforms --> 1,500+ transactions
- Stores and infrastructure sold in 2020
- Disney pins Ebay store launched in 2024

Feb 2008 -
Aug 2011

Director of Group Sales

Mobile, (AL) BayBears - Professional Baseball - AA Affiliate of the Arizona Diamondbacks

From Intern to Sales Manager in 2008 to managing all Fan Group activities in 2009

- 7,000 seat Hank Aaron Stadium
- 70 yearly home games w/ 220,000+ yearly attendance

Financial Manager:

- Collection and summation of in-game revenue
- Production of corporate revenue & sales reports
- Worked directly with the GM of Finance

Corporate Sales:

- Management & coordination of all game day groups
- Marketing & advertisement packages: season tickets, suites, picnics, banquets, facilities, events, caterings, 501c3 BayBears Charities, etc.
- Growth post Director promotion:
 - Sales revenue +155%
 - Sales accounts +351%

Diplomat - City of Mobile, Alabama Chamber of Commerce:

- Official company representative for 2010 & 2011
- Twice awarded Diplomat of the Month (1x/yr max)

Event Organizer & Coordinator - 501c3 Non-Profit Groups:

- Weekly events. Several examples include:
 - Every Step Walk (Hunter's Hope Foundation, 350 attendees)
 - The Buddy Walk (National Down Syndrome Society, 600 attendees)
 - Merry Christmas Gulf Coast (BayCommunity Church, 5000+ attendees)

Coordinator - 501c3 Hank Aaron Childhood Home & Museum:

Museum transplanted from the city of Mobile to the stadium grounds

- Managed events, designed programs, and guided tours
 - Example - Tours for 1,300 underprivileged students from the Mobile County Public School System celebrating Black History month

More:

- Confidential reports for the company President
- National Anthem performer & Ceremonial First Pitch scheduling
- Box Office Sales, Promotions, Media, and Press box Assistant

Manager

Aramark Food Services

During my undergrad at U of M • internship to Manager leading all evening and weekend operations at the University Campus Dining Hall.

- 12 person rotating staff: ages 16-60yrs, diverse cultures and ethnicity
- 9 operating stations, catered university events, and summer programs

Education

Sep 2011 -
Jun 2013

Masters of Business Administration

Western Washington University

- Two-year Traditional Full-Time MBA Program • Marketing concentration
- MBA Career Services **Graduate Assistant** (2012-2013)
- Peer Class Awards:
 - **Person You'd Like Most to Have On Your Team**
 - **Most Likely To Become CEO**
- **Corporate Consulting Projects**
 - **Heath Tecna - 6 months**
 - Deliverable - Share Point integrated Shipping Functional Notebook utilizing lean six sigma techniques which streamlined commercial & industrial department operations increasing effectiveness, efficiency, and productivity
 - **North West Innovation Resource Center - 3 months**
 - http://nwirc.com
 - Deliverable - Completed a seven phase strategic business plan for a local entrepreneur and her new to market product

Jan 2004 -
May 2008

Bachelor of Arts, Business Management

University of Mobile

- Deans/President's List, Delta Mu Delta National Business Honor Society
- The Business Strategy Game - Worldwide competition - EPS, Stock Price, ROE.
 - **4 month long online simulation | 3rd Place Overall World Finish**
 - 3,247 teams competed from 226 colleges & universities worldwide
 - Outranked all Harvard, Yale, and Stanford teams
 - Featured: Mobile Press Register Cover Story (Business Section)