

MARK A. VERMILION

4002 S. Boots St.
Marion, IN 46953
mark.a.vermilion@gmail.com
423-458-7751 (cell)

OVERVIEW

Proven success as a professional communicator, organizational leader, university professor, curriculum developer, organizational consultant, nonfiction writer, speaker coach, and event producer.

EDUCATION

M.A., COMMUNICATION

1987-94

Regent University, Virginia Beach, Virginia

Major Emphases: television journalism and communication studies

Honors: summa cum laude

B.S., COMMUNICATION

1980-85

Indiana Wesleyan University, Marion, Indiana

Majors: communication/writing and business

PROFESSIONAL EXPERIENCE: ACADEMIC

Overview:

A dynamic and effective classroom teacher with more than 17 years of classroom-teaching experience at five Christian universities.

- ▶ Developed and/or led public relations programs at three universities.
- ▶ Created a professional, interactive, relational, engaging and high-energy classroom environment.
- ▶ Blended theory and real-world experience to create high-impact course content that helped prepare students for academic, professional, relational, and life success.
- ▶ Brought nearly three decades of professional experience into the classroom.

ASSISTANT PROFESSOR OF COMMUNICATION

2024-CURRENT

Indiana Wesleyan University, Marion, Indiana

- ▶ Currently teaching sections of the general-education communication course.
- ▶ Have also taught three PR courses and Intercultural Communication.
- ▶ Served as the advisor for the campus chapter of the Public Relations Student Society of America (PRSSA).

ADJUNCT INSTRUCTOR OF COMMUNICATION AND PUBLIC RELATIONS

2023-24

Indiana Wesleyan University, Marion, Indiana

Taylor University, Upland, Indiana

- ▶ Taught sections of the general-education communication course at both universities.
- ▶ Taught upper-divisional public-relations course at both universities.

DIRECTOR OF GLOBAL LEARNING

2018-21

Asbury Theological Seminary, Wilmore, Kentucky

- ▶ Managed the seminary's online delivery system and the courses it delivered.
- ▶ Helped develop an innovative hybrid platform that allowed online students to participate in three-day intensive sessions at regional extension sites.
- ▶ Developed new extension sites in Tulsa, Colorado Springs, and Tampa.
- ▶ Revived a declining extension site in Memphis.
- ▶ Worked with the registrar and program leaders to create the master course schedule for online and hybrid courses.

- ▶ Wrote a successful grant proposal that provided the seminary with one million dollars to be used for a combination of academic-success and spiritual-formation programs and activities for online and hybrid students.

ASSISTANT PROFESSOR OF COMMUNICATION

2015-18

Lee University, Cleveland, Tennessee

- ▶ Taught 12 different courses in public relations and communication studies.
- ▶ Created opportunities for students to work with me in various professional environments.
- ▶ Led students enrolled in my Advanced Special Events course in planning, promoting, and producing a live social-media conference in Chattanooga for nonprofit organizations and small businesses.
- ▶ Helped lead the public relations program through a Public Relations Society of America (PRSA) recertification process.
- ▶ Served as the advisor for the campus chapter of the Public Relations Student Society of America (PRSSA) and took students to regional PRSSA conferences.
- ▶ Advised as many as 70 students at a time.
- ▶ Received outstanding student evaluations for both teaching and advising.

ADJUNCT INSTRUCTOR OF LEADERSHIP IN MINISTRY

2010-13

Adult Professional Studies, Asbury University, Wilmore, Kentucky

- ▶ Taught the foundational Leadership in Ministry course for the Adult Professional Studies program.

ASSISTANT PROFESSOR OF COMMUNICATION

1998-2002

Indiana Wesleyan University, Marion, Indiana

- ▶ Taught courses in the areas of communication studies, public relations, and television production.
- ▶ Developed, launched, and directed the public-relations concentration within the communication major.
- ▶ Helped develop and launch a freshman foundations course, which included units on liberal-arts education, theology, and worldview.
- ▶ Received the university's award for excellence in teaching, which was given to only three faculty members per year at that time.
- ▶ Received outstanding student evaluations.

**ASSISTANT PROFESSOR OF COMMUNICATION
AND DIRECTOR OF PUBLIC RELATIONS STUDIES**

1993-98

Taylor University Fort Wayne, Fort Wayne, Indiana

- ▶ Started and directed the public relations program on Taylor University's Fort Wayne campus.
- ▶ Developed curriculum for two communication majors and three communication minors.
- ▶ Taught courses in the areas of public relations, communication studies, and writing/journalism.
- ▶ Taught student leadership classes.
- ▶ Chaired the Student Retention Committee.
- ▶ Chaired the Fort Wayne Image Committee, which planned and produced a rebranding campaign for the South Side of Fort Wayne.
- ▶ Received outstanding student evaluations.

INSTRUCTOR COMMUNICATION

1987-88

Taylor University, Upland, Indiana

- ▶ Taught mass communication courses for a professor who was on a sabbatical leave.
- ▶ Helped produce a recruitment video for the admissions office.

Course Portfolio

Taught the following courses at one or more of the following universities: Indiana Wesleyan University, Taylor University (both the Upland and Fort Wayne campuses), Asbury University, Lee University, and Huntington University.

- ▶ Principles of Human Communication (freshman general-education course)
- ▶ Public Speaking
- ▶ Advanced Public Speaking
- ▶ Organizational Communication
- ▶ Interpersonal Communication
- ▶ Advanced Interpersonal Communication
- ▶ Intercultural Communication
- ▶ Persuasion
- ▶ Biblical Foundations of Communication
- ▶ Introduction to Public Relations
- ▶ Public Relations Writing and Publicity
- ▶ Media Relations
- ▶ Public Relations Planning and Management
- ▶ Social Media Strategies
- ▶ Public Relations in the Music Industry
- ▶ Nonprofit Public Relations
- ▶ Ministry Leadership
- ▶ Electronic Design and Production
- ▶ Event Planning
- ▶ Advanced Event Planning
- ▶ Basic Reporting
- ▶ Newswriting
- ▶ Introduction to Mass Communication

PROFESSIONAL EXPERIENCE: CONSULTING

Nearly two decades of consulting experience with nonprofit organizations, churches, small businesses, ministry leaders, and communicators.

FOUNDER AND CHIEF EXECUTIVE OFFICER

2013-2017 and 2021-23 Amplify

Consulting, Lexington, Kentucky

- ▶ Launched a successful consulting business in March 2013 and operated it at capacity for five years, without any promotion other than word of mouth.
- ▶ Have served more than 60 nonprofit organizations in 22 states.
- ▶ Provided strategic planning, staff and board training, and other specialized services for nonprofit organizations and their leaders.

THOUGHT-LEADERSHIP COACH AND PLATFORM DEVELOPER**2002-09, 2012-17****High Impact! Thought Leadership, Aurora, Colorado**

- ▶ Helped subject-matter experts develop their thought leadership platform and core content.
- ▶ Provided speaker coaching for experienced speakers, helping them increase their speaking effectiveness and impact.
- ▶ Assisted speakers in developing their core content for print- and electronic-media resources.

LEAD CONSULTANT**2002-09****High Impact! Consulting, Aurora, Colorado**

- ▶ Consulted with nonprofit organizations and churches in the areas of identity architecture (mission, vision, and core values), strategic planning, strategic communication, organizational effectiveness, and change management.
- ▶ Assisted nonprofit organizations in developing their branding and marketing communication strategies.

PROFESSIONAL EXPERIENCE: NONPROFIT MINISTRY LEADERSHIP

More than two decades of experience in organizational leadership. For the sake of brevity, only a few nonprofit leadership experiences are presented here. (Additional work experience is available upon request.)

CHIEF EXECUTIVE OFFICER**2009-2013****Ichthus Ministries, Wilmore, Kentucky**

- ▶ Provided executive leadership for one of the largest Christian music festivals in the nation.
- ▶ Programmed multiple festivals and tour events.
- ▶ Scheduled each annual Ichthus Music Festival with five stages, more than 150 artists, and more than a dozen speakers.
- ▶ Planned and led all strategic-planning activities.
- ▶ Planned and led all fundraising activities.
- ▶ Managed a staff of six employees, 24 volunteer leaders, and more than 1,500 total festival volunteers.
- ▶ Spoke extensively in various venues to audiences that ranged from 20 to 20,000 people.
- ▶ Developed partnerships with local, regional, and global nonprofit organizations.

EXECUTIVE VICE PRESIDENT**2002-09****Forge Ministries, Aurora, Colorado**

- ▶ Provided executive leadership for four ministry directors.
- ▶ Planned and led all strategic-planning and growth activities.
- ▶ Taught young and older adults in leadership-training programs.
- ▶ Developed and coached a team of more than 20 speakers and helped them create and maintain their individual speaking platforms and increase their speaking effectiveness.
- ▶ Helped develop speakers' messages and managed their writing and publishing activities.
- ▶ Launched and led the publishing platform and ghost wrote books for speakers.
- ▶ Created and served as executive editor of the organization's quarterly magazine.
- ▶ Planned and directed all marketing activities for speakers, training programs, and media resources.
- ▶ Planned and led all fundraising activities, including a three-year capital campaign.

PROFESSIONAL EXPERIENCE: WRITING AND REPORTING

Co-wrote or ghost-wrote four books, including the following:

Book Co-Author: *Winning in Spite Of***2015****Co-wrote with David Akers**

- ▶ David Akers was a seven-time Pro Bowl kicker for the Philadelphia Eagles, San Francisco 49ers, and

Detroit Lions.

- ▶ Interviewed David over several weeks and co-wrote the book.
- ▶ Helped David secure a literary agent for the book.

Book Co-Author: *You Are God's Plan A (And There's No Plan B)*

2004

Co-wrote with Dwight Robertson

- ▶ Dwight Robertson is an international speaker and president of Forge Ministries, Aurora, Colorado.
- ▶ Interviewed Dwight over several months and co-wrote the original manuscript for the book in 2003.
- ▶ Helped Dwight secure a literary agent for the book.

Worked in both television and newspaper newsrooms, including the following:

Story Producer: CBN News

1989-92

Virginia Beach, Virginia

- ▶ Traveled to various locations to produce video package stories for the news division of the Christian Broadcasting Network.
- ▶ Interviewed nationally known political leaders, authors, entertainers, and other newsmakers.

Sportswriter: Chronicle-Tribune

1982-85

Marion, Indiana

- ▶ Covered local, regional, and national sports events.
- ▶ Wrote stories about basketball, football, and baseball games.
- ▶ Wrote sidebars and feature stories about athletes, coaches, and teams.