

# Barry Dollar

Creative Director

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[Online Portfolio: barrydollar.com](http://barrydollar.com)

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## Summary

*"In the beginning God created..." so be creative in everything you do!*

After 17+ years of hard work and great success, I still love creating new things and learning new things! I also love developing others to be exceptional and successful. Life is good!

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## Experience

### **Web Director at Georgia Baptist Mission Board**

August 2008 - Present

Through Georgia Baptist Mission Board websites, blogs, social networks, and online connecting points over 3,500 churches, representing 1.3 million Georgia Baptists, are able to be informed and active participants in Georgia Baptist life, missions, and ministries.

As the Web Director for Georgia Baptist Mission Board (GBMB), I've lead our marketing team in creating, building and maintaining a web universe which includes 40 websites (and growing), multiple social networks, eCommerce, mobile apps, online registration, video, podcasts, and other online resources. Collaborating with over 25 ministry groups, we continually develop dynamic marketing strategies specific to individual ministry needs, while aligning together corporately.

Collaborating with more than 25 ministry groups, we continually develop a dynamic web presence specific to individual ministry needs while aligning together corporately.

#### **Highlights:**

- Since 2008 we have grown from a single corporate website to 40 (and growing) highly interactive sites and a social presence on most popular social networks including Facebook, LinkedIn, Google+, Twitter, Pinterest, Youtube, Vimeo, and Instagram.
- Complete re-visioning of the GBMB corporate website in 2009, 2013 and newest launch in 2017 to meet our member's web needs and to stay on the cutting edge of web technologies.
- In 2012 we established a Wordpress Exclusive web environment for all current and future GBMB websites.

### **President at D.I.R.T. Crew Student Ministries (non-profit)**

February 2001 - 2015

In 2001 I was given a one-year sabbatical leave from BellSouth to establish a youth program in my church for middle and high school students. With a motto of "*Come Get Your Hands Dirty!*", D.I.R.T. Crew Student Ministries continues to challenge students to make this world a better place through community service and personal growth.

During my Sabbatical BellSouth downsized and I retained the Associate Pastor position at Eastwood Baptist with responsibilities that included: Youth Director, communications development, facilities development, facilitator of church councils, committees and ministries, and pastoral support to members. I surrendered my Eastwood staff position in 2006 to give full attention to developing D.I.R.T. Crew as a 501c3 non-profit organization.

### **Highlights:**

- Created and developed D.I.R.T. Crew Student Ministries into a non-profit organization that serves as a model implemented by multiple churches.
- Led students in providing an average of 2500 hours of community service yearly.
- Directed 26 missions camps and retreats from 2001 - 2015.
- Sought after as a leader and speaker for youth conferences and training seminars.
- Designed, planned and directed the complete renovation of the Eastwood Student Center.
- Designed a new Children's Worship Center, Church Diner, and locker room facilities.

### **Web Art Director at BellSouth Advertising & Publishing Company**

January 1993 - February 2001

Hired as a temporary, I quickly earned full-time status and eventually completed several years of management training which lead to my promotion as a web team manager. Earning several prestigious awards along the way, I was ultimately offered the role of Web Art Director for Bellsouth Intelliventures, the new Internet venture of BellSouth Advertising & Publishing.

As the first Web Art Director, I developed all web design processes and procedures and directed all web related personnel. Web personnel included 25 team members and 4 external vendor groups, representing over 150 designers. During this time, the web fulfillment group sold, fulfilled, and provided ongoing support for over 8,000 websites and many associated products.

### **Highlights:**

- Introduced a visionary telework paradigm improving web fulfillment and employee retention.
- Introduced a competitive, multi-level hiring range which saved \$140,000.00 per year in payroll.
- Created strategy to transform the design group into "cross-platform" trained teams.
- Developed and implemented many process innovations for all workflow and delivery processes.

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## **Skills & Expertise**

Leadership	Mentoring	Team Building	Business Management
Strategic Thinking	Innovation	Marketing	Resourcing
Trainer	Public Speaker	Communicator	Blogger
Web Design	html/css/php	Wordpress	eCommerce
Video	Web Development	Social Networking	SEO/Analytics
Print Design	Photoshop	InDesign	Illustrator
Presentations	Microsoft Office	PowerPoint	Mac/PC

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## Recognized & Awarded Creativity

Success has been my companion throughout my career. Receiving awards and recognition in both creative leadership and creative design is an uncommon accomplishment.

My management career began as a young man managing a convenient store where I was recognized as the top manager in my district each of the four years in that position.

As a creative freelance designer, I enjoyed a decade of sought after success in graphic design and print project management from major Corporations, businesses, and organizations. Clients have included: InTouch Ministries, Kingdom Advisors, Law Environmental Companies, Orkin, Simon Property Group , Scott Hudgens Company, Lehndorff Group, Town Center Mall, Gwinnett Place Mall, Phipps Plaza, and others.

During my years at BellSouth Advertising & Publishing, I earned top performance awards three times. Two President's Club awards and one TOPPS regional award.

More recently, I have been recognized and awarded on multiple occasions for creative web design and marketing success. Of course, most meaningful is the appreciation and acknowledgments of my peers in the creative industry.

View more details online > [barrydollar.com/awards-recognition/](http://barrydollar.com/awards-recognition/)

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## Education

### **Art Institute of Atlanta**

Commercial Art, Graphic Design, Print Design, Illustration, Photography

## Professional Development

- BellSouth Management Training & Development
  - 3+ years of courses, mentoring and assessments.
  - Multiple courses related to coding.
- Google Analytics: Analyzing Website Visitors - Emory Learning Center
- Industry Conferences, Seminars and Forums (ongoing)