

SHANNON BAKER



“For I know the plans I have for you,” declares the Lord, “plans for good and not for evil, to give you a future and a hope” (Jeremiah 29:11).



+1 443 790-9531

SHANNONBAKER1313@GMAIL.COM

157 MERION LANE
READING, PA 19607

WWW.FACEBOOK.COM
/SHANNONTEMPLEBAKER

www.happilyhis.com

BAPTIST RESOURCE NETWORK

4620 Fritchey Street
Harrisburg, PA 17109

Job Reference: DIRECTOR OF COMMUNICATIONS

August 23, 2018

Dear Friends,

Thank you for the opportunity to serve Baptists in Pennsylvania and N.J.!

In August 2015, my family and I moved from Baltimore, Md., to Shillington when my husband accepted a pastorate at the Bridge Fellowship on Philadelphia Avenue. I love serving at our local church and have attempted to plant myself in our community, loving our church members, neighbors and those we meet along the way.

Since moving here, I have maintained my role as director of communications for the Baptist Convention of Maryland/Delaware, whose corporate office is in Columbia, Md. While I have been able to work remotely, this position requires a lot of travel throughout Maryland and Delaware. But not Pennsylvania.

I love this job, but I longed to make a difference in my own community. I want to fully plant myself in this area, where I hope to have great impact on the people who live, work and study here. I feel I have a lot to offer.

As the oldest of eight children, I grew up in poverty. I knew I was poor, but I had resolve. As a sixth grader, I determined my life would be better. I would help other hurting people. But how could a girl, who wore the same three sets of clothes over and over, actually impact the world?

Undaunted, I willfully excelled at school. I earned scholarships and worked my way through college. I entered the corporate world, bright-eyed and idealistic. I relished all the corporate meetings and trips, ecstatic to live beyond my impoverished upbringing.

But something was missing. A still soft voice reminded me there was more.

As a trained journalist, I longed to work full-time in ministry, to tell the story of what God was doing all over the world. I soon found myself traveling as a communicator across the continents, capturing God's story written on my heart through those whom He touched:

The Sudanese refugees and disenfranchised Egyptian women in Alexandria, Egypt; the imams and villagers to whom we shared about Jesus in West Africa; the deaf children in Dominican Republic and the orphans in Guatemala, China and Haiti; the staunchly religious in Saudi Arabia; the proud and beautiful in Beijing; the inner city families destroyed by poverty, drugs and violence in New Orleans and Baltimore; and my manicurists, my neighbors, my church families.

In short, I long to have that kind of influence here, too, but it is hard to do while focusing most of my time on people in another state. I feel working at the BRN will open the door to opportunities for me to truly impact my state and my community.

I have experience serving in a similar role at New Orleans Baptist Theological Seminary, where I regularly worked with students, faculty, staff, alumni and donors. I have spent my last 14-15 years as a director of communications for a non-profit that helps 500+ churches have greater impact in their own communities. I have served in national capacities through Baptist Press, the Baptist Communicators Association, and the Association of Southern Baptist Publications.

And now, I am thrilled at the opportunity to serve with you! Thank you!

Happily His,

Shannon Baker

[View my portfolio at www.happilyhis.com.](http://www.happilyhis.com)

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A native of Canton, N.C., Shannon has served in ministry since 1993. She is a pastor's wife, married to Dr. Larry Baker, D.Min., who is originally from Brooklyn, N.Y. Together, they have served over a decade in the pastorate of a young vibrant church; as North American Mission Board church-planting missionaries; and in youth ministry. The happy couple has a beautiful teenage daughter, Hannah, who was baptized by her dad in a lake in a volcano crater while on a church/family mission trip to Guatemala. Shannon's passion is communications, where she delights in designing and writing materials that help individuals grab a hold of God's Word and apply it directly to their lives. She also loves starting movements, where people use their God-given gifts to minister to others.



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MINISTRY EXPERIENCE

DIRECTOR OF COMMUNICATIONS EDITOR, BAPTISTLIFE

**BAPTIST CONV.
OF MARYLAND/
DELAWARE**

**WWW.BCMD.ORG
WWW.BAPTISTLIFE-
ONLINE.ORG**

**Columbia, Md.
(2003-present)**

What initially began as a freelance writing assignment has grown into a full-time executive position with the following responsibilities:

- directing all communications, graphic design, writing, brand messaging, web management, and public relations campaigns, including a rebranding initiative;
- chief editor/correspondent, graphic designer, blog designer, copywriter and photographer for the BaptistLIFE newsjournal (print magazine and Baptistlifeonline.org), writing and covering the national denominational and evangelical landscape as national correspondent as well as local church and convention coverage;
- special project producer and videographer;
- creative strategist, utilizing social media (@bcmdb) and other communication tools to advance the Gospel and assist churches through the Mid-Atlantic;
- procured speakers, produced promo (web, print and video) pieces, provided coverage and otherwise helped plan annual meetings
- traveled as a reporter to Saudi Arabia, West Africa, China, Egypt, Haiti and Dominican Republic, as well as nationally.

HIGHLIGHT: While director, I was privileged also to twice lead (Sept. 2014, at the Southern Baptist Convention's executive headquarters in Nashville, Tenn., and Sept. 2015, at the International Mission Board headquarters in Richmond, Va.) the national Baptist Communicators Association's Fall Forum. This event featured communications professionals from throughout the SBC, who presented Ted Talk-like presentations on relevant communications topics. In addition to emceeding the event, I assisted in the procurement of speakers, the setting up of logistics, and the design and delivery of all associated promotional material. I also produced several Professional Tip videos, featuring BCA professionals, which aired throughout the events.

MULTI-ROLE STAFF PERSON

**NEW HOPE
COMMUNITY
CHURCH**

**Baltimore, Md.
(2003-2014)**

While serving as a North American Mission Board church-planting missionary in Baltimore, Md., (2003-04), I also served at New Hope Community Church, Baltimore, in the following capacities:

- communications staff person (designed/prepared sermon graphics, newsletters, weekly bulletins, slides, email newsletters, retreat materials, as well as video production/editing);
- children's ministry director, designing the full kids' ministry program as well as participating as camp instructor/director (successfully led high impact performing arts camps, All About Kids Productions/Youth Performing Arts Camps, and sports camps in our church and in the community);
- small group leader (led groups, nurture group participants, write small group material, helped develop/lead small group conferences);
- curriculum writer, counselor, and conference/retreat speaker;
- * participated in and led mission trips to Mexico, China and Guatemala; as well as co-led several repeat mission trips from youth, family and college teams from Murfreesboro, Tenn.; Univ. of Southern Miss.; Hueytown, Ala.; and other churches in Baltimore to reach a nearby inner-city location in Baltimore, where a church (Restoration Church) and a non-profit (The Well) have started from our efforts in this area;
- active in all church outreach events and services.

DIRECTOR OF PUBLIC RELATIONS

**NEW ORLEANS
BAPTIST
THEOLOGICAL
SEMINARY**

**New Orleans, La.
(1999-2003)**

As director of public relations, led communications with faculty, students, prospective students, donors and alumni through:

- the development of weekly newsletters, quarterly magazines, ongoing press releases/feature stories to Baptist Press and Baptist state papers, academic catalogs, student directories, and over 100 printed pieces that depicted study programs and seminary life;
- liaison with local New Orleans media;
- developed a new brand strategy for the seminary through a new logo and stationery package;
- assisted with development of video honoring former president, Landrum Leavell;
- built and oversaw database, which categorized media mentions of seminary;

RELEVANT SKILLS:

Adobe Acrobat CC
Adobe Bridge CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC
Adobe Premiere Pro CC
Basecamp
Constant Contact
Easy Worship
Facebook
Final Cut Express
Instagram
LinkedIn
LiveType
MailChimp
Microsoft Access
Microsoft Excel
Microsoft Outlook
Microsoft PowerPoint
Microsoft Word
Pinterest
ProPresenter
Redbooth (formerly Teambox)
Slack
The City (www.onthecity.org)
TweetDeck (& others)
Twitter
YouTube
YouVersion
Vimeo
WordPress

MEMBERSHIPS:

Baptist Communicators Association, currently serving as PAST PRESIDENT

Evangelical Press Association

Baptist Press' annual meeting newsroom staff

Member of The Bridge Fellowship, Shillington, Pa.

- and otherwise served as a spokesperson and media manager as needed;
- traveled as a reporter to Romania.

VARIOUS FREELANCE ASSIGNMENTS

Also have written/edited for national clients, such as Baptist Press (www.bpnews.net), Timbuktoons (timbuktoons.com), and The Resonate Group (www.resonategroup.com).

Awards:

- 2015, Baptist Communicators Association (BCA), Second Place, Public Relations for Special Events - less than \$25k budget: #BringurBrick campaign, MABN
- 2015, BCA, Second Place, Communications and/or Marketing Strategy - less than \$25k budget: MABN Rebrand Launch
- 2015, BCA, First Place, Script: Gofwd Script
- 2015, BCA, Second Place, Script: ABC Script
- 2015, BCA, Second Place, Print Collateral-Logo: MABN Rebrand Logo
- 2015, Third Place, Print Collateral-Logo: Gofwd Logo
- 2014, BCA, First Place, Series or Package: "Loving Our Neighbor" Series, BaptistLIFE
- 2014, BCA, Second Place, Website, 25 pages or less: *Connect 2013: "Gather2Scatter"*
- 2014, BCA, Third Place, Design, Publications, State Baptist Newspaper: "BaptistLIFE"
- 2013, BCA, Third Place, Total Public Relations or Development Campaign: "We Can't Stop," BCM/D
- 2013, BCA, Second Place, News Writing (> 1,000 words)-Series or Package: "Turn-Around Churches," BaptistLIFE
- 2006, BCA, First Place, Brochures or Booklets, Three Colors or More: "BCM/D Resource Guide"
- 2002, BCA, Second Place, Photography, Other Media: Electronic: "Her New World," Baptist Press
- *Plus, four more awards in 2016 and 2017



VARIOUS

Chapel Hill, N.C.
Baton Rouge, La.
New Orleans, La.
(1992-1999)

After working my way through college, my early career focused on a variety of functions:

- call center management at Ask the Pharmacist, a pharmaceutical drug information company with high profile clients, such as Eli Lilly & Co. and Merck & Co., in Chapel Hill, N.C.;
- technical writing as contractor for Exxon Refinery U.S.A., in Baton Rouge, La.; and
- corporate communications at DynMcDermott, in contract with the Strategic Petroleum Reserve, in New Orleans, La.



VOLUNTEER EXPERIENCE

Trained Hospice volunteer (visit with terminally ill patients and their families); *World Vision Child Ambassador* (represent World Vision in securing child sponsorships); *Safe Family host home/advocate* (provide in-home care for children while their biological parents resolve life issues); *Encourager* to inner city children/youth; *Advocate/counselor* for battered women; *Parent volunteer* at daughter's schools.



EDUCATION

SOUTHEASTERN BAPTIST SEMINARY, WAKE FOREST, N.C.

- Master of Arts in Ministry Leadership (2016)

NEW ORLEANS BAPTIST SEMINARY, NEW ORLEANS, LA.

- Classes (34 hours) toward a Master of Arts in Christian Education (1999-2003)
- Emphases in church growth, church planting

UNIVERSITY OF N.C. AT CHAPEL HILL, CHAPEL HILL, N.C.

- Bachelor of Arts in Journalism & Mass Communication (1990)
- Emphasis in Public Relations