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**Full Nonprofit,  
Ministry and  
Business Resume**  
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## Overview

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### Managerial Overview

- Extensive experience in funding, producing & mitigating risk in marketing ventures
- Extensive experience in communication arts strategy and development since 1980
- Extensive experience in digital media strategy, development, and publishing since 1990

### Functional Overview

- Strategic Marketing/Business Development/Publishing
- Account Executive/Project Management/Customer Relationship Manager
- Creative Direction/Technical Direction/Integrated Marketing Strategies
- Master Photographer/Associate Producer/Print, Web, and Social Media

### Technical Highlights

- Fluent in strategy, specification, and management within the following environments:
- Multimedia Publishing for Internet, Social Media, Streaming, Print and DVD Publishing
- High-end Photography, Film/Video and Audio Production
- eBusiness Strategy, Development, Deployment, and Management
- Web Development, HTML 5, PHP CMS, Ruby Apps, Digital Magazines
- CD, DVD, Streaming, and App Development
- Audio and Video Streaming Integration

## Nonprofit and Ministry Strategies and Development

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### **2019-Current, Onslow County, NC - Missional Ministry Strategist & Community Development**

- 2019 Helping Onslow: New model and strategy for Church Associations to use a Web-based Magazine Publishing Model to help grow a variety of missions across their networks of churches

- 2020 Next Generation Association: New model and strategy for a next-generation Association with in-house strategic marketing, communication arts, technology, funding, publishing, global team automation, and acceleration
- 2020 The Trauma-Equipped Church: A church planting strategy for the Trauma-affected
- 2021 Restorative Discipleship: A restorative discipleship strategy based on Luke 9:2
- 2021 Missional Ministry: A 7-Step Strategy for any church to Become 'Missional'
- 2022 Trauma Equipped Missional Ministry pilot strategy, partner acquisition, logistics
- 2023 Churches Helping Churches: A revitalization strategy for struggling churches
- 2024 Life Restoration Center: Missional Ministry Model and Strategy for a Multicultural Church Incubator and Family Restoration Center.
- 2024 The Trauma Healing Center by TraumaEquip Ministry
- 2024 BaptistNet Association Toolset, utilizing all strategies from the previous 5 years

**2016-2019: ACE Overcomers - CA- Strategic Marketing, Pastor Founded, Christian and Secular Marketplace**

- 2016 Defined and researched the seven markets this ministry was currently serving
- 2017 Designed, built, deployed, and managed a new WordPress ministry website with a new brand strategy as a second-to-none 'qualifier' website with immediate market response and fast R.O.I.
- 2018 Designed, built, deployed, and managed an online digital media training system (LMS) to accelerate sales with their print and DVD-published materials, realizing immediate market response and fast R.O.I.
- 2019 After installing and managing HubSpot Inbound Marketing/CRM. Several markets were now providing all the business this ministry could handle. We agreed to shift my focus to customer service only. I made a pivot to ministry marketing in NC

**2001 to 2016: Small Towns, USA - Contributor/Partner to a variety of nonprofit ventures**

- North Carolina - Collaborative Commerce Designs for Church and Ministry Network.
- Strategic Marketing and Business Development for Online Childhood Trauma Ministry.
- Tennessee - Nonprofit Digital Magazine and Marketing Automation Investment Portal.
- Colorado - Video/web production for Early Intervention Teen/college Alcohol Programs.
- Colorado – Music Producing and Production - Americana and Folk fundraising efforts.
- Colorado – Business Planning and Web Community for Communication Arts Ministry.
- New Mexico – Business Planning for Web-based Cultural Creative radio and video.
- South Dakota – Business Planning and Documentary Filming for Native American relief.
- East Coast – Research, Marketing plan, Documentary Filming, and Website for social and environmental improvement efforts.

**Client/Partners:** Sustainable Energy Manufacturer, At-risk Teen Program, Underage Alcohol Program, French-speaking Africa Aids Network, Inner-city Literacy Mission, Pastor Burnout Retreat, Inner-city, and Native American Outreach, Several Colorado Pastor Support Efforts.

## Business Strategies and Development ---

### **1997 to 2001 eBusiness Incubator, Chicago - CIO, eBusiness Strategy and Development**

- Managed research and development for startup companies utilizing eCommerce, marketing automation, supply chain integration, and broadband collaborative technologies
- Co-launched and managed several "accelerated dot-com" business ventures, serving as interim CIO and/or marketing director
- Designed and managed the development of WIN2K/.NET application service provider (ASP) infrastructure for custom B2B/B2C applications
- Designed and managed the development and deployment of a global collaborative commerce engineering portal, grossing more than \$20M in the first year of business

**Client/Partners:** Panasonic, Texas Instruments, International Components Corporation, Leap Technologies, and various entrepreneurial ventures we helped incubate.

### **1994 to 1997 Interactive Agency, Chicago - President, General Manager**

- An executive producer with new product launches, client manager of corporate services, director of creative arts and technology
- Managed a staff of approximately fifty internal and external consultant, design, and development personnel with an established remote workforce
- Conceived, produced, and published (2) internationally distributed entertainment CD-ROMs, generating close to 200K wholesale orders and seven international trademarks
- Produced numerous interactive media and e-commerce projects with six-figure billings, meeting aggressive budget objectives of \$200K/month in service revenues

**Clients:** Motorola, Panasonic, Texas Instruments, Sears, Spiegel, Florsheim Shoes, International Components Corporation, Sony Entertainment, Miramax Films, Interscope Records, and a variety of companies needing fresh communication arts and technology solutions

### **1990 to 1994 Creative Group, Chicago - President**

- Interactive multimedia services for Fortune 1000 companies.
- Digital media, print, and video production

**1985 to 1990 Photography/Design, Chicago - *President***

- Commercial photography, video, and graphic design for significant advertising, corporate and retail clients
- 1986 launched new computer-aided graphic design services

**1980 to 1985 Photography, Dallas - *Sole Proprietor***

- Commercial fashion, location, and tabletop photography services for significant advertisers and corporations

**Education** \_\_\_\_\_

**1975 to 1979 University of Missouri - *St. Louis and Rolla***

- Mechanical Engineering, Design, and Psychology