

# MARCUS A. CYLAR

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I am a technologically savvy ministry professional with years of wide-ranging experience in local churches, communities, non-profit organizations, and corporations. While answering the call to ministry, I have also skillfully and consistently utilized my engineering background to provide value-adding technological, digital communications, and graphic design solutions for the churches and groups I have led, as well to other ministries and organizations as an independent consultant. Additionally, my consulting roles have involved writing, editing, proofreading, and web management services. The breadth of my professional experiences has helped me hone skills with the following areas and tools:

Administration	Editing & proofreading	Social media, email marketing	Graphic design
Public speaking	Technical writing	Web design, administration	Audio/video editing
Spiritual counseling	Blogging	Content management systems	Web languages: HTML, CSS (basic) & markdown

## PROFESSIONAL COMPETENCIES

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### Closely overseeing and managing finances

- Developed budgets for nine churches in district, with a focus on determining churches' yearly financial obligations to district, state, and denomination
- Was chiefly responsible for multiple district bank accounts; collected monies, wrote checks, and reported figures on behalf of district
- Prepared detailed financial reports of district churches for Canadian government; met with CPA to rectify previous discrepancies
- Adjusted mindsets of numerous individuals toward stewardship through informative and compassionate presentation, leading to better overall financial performance

### Clearly communicating ideas, concepts, instructions, and announcements through verbal, visual, and auditory form

- Preached and taught to groups ranging from 1-1000 persons
- Wrote instruction manuals for consulting clients to use the technology developed for them
- Consulted with clients on editing and proofreading services
- Conducted workshops for consulting clients on integrating technology and ministry
- Compiled detailed work instructions with annotated images for plant operators in an automotive environment; optimized content layout of work instructions for maximum operator comprehension
- Handled all external and most internal communications for churches through effectively worded emails, letters, videos, and in-house presentations

### Innovatively developing programs, initiatives, teams, and individuals to advance the cause of ministry and community development

- Constructed and set into motion a strategic plan for the Canadian Conference district of the AME Church, which included new and unique approaches to worship, outreach, youth ministry, fundraising, ministerial training, and technological applications
- Engaged youth by implementing Youth Night worship service into three-day district conference
- Provided leadership development and training for young-adult church steward
- Organized local church men's ministry and guided them to the founding of an employment center for the community

### Passionately mentoring, counseling, developing, and championing the lives of youth

- Led a local church ministry, the *Young Prophets Academy*, a group of boys aged 7-13, teaching concepts of spirituality, academic excellence, money management, interpersonal relationships, and conflict management
- Taught mathematics course to 5<sup>th</sup> graders during local church's Summer Youth Academy
- Served as tutor and mentor to local church after-school tutorial program
- Mentored high-school-aged young men in a community service and leadership development program
- Oversaw and supported local church ministry aimed at providing free shirts and ties to every 11<sup>th</sup> grade male in Flint Community Schools
- Counseled young men and women as a local church youth minister

### Creatively utilizing multimedia to tell dynamic stories and deliver content

- Recorded live video of worship experiences on smartphone and edited footage to capture on iMovie
- Repurposed sermonic content on various video media to provide synopses and add fresh perspectives to sermons
- Crafted personal, emotional slideshows through words, images, and songs for presentations at wedding receptions
- Developed sports and faith podcast for entertainment and spiritual edification purposes
- Added audio branding to audio sermons
- Used live streaming for worship services and interactive Bible studies

### Successfully integrating email-marketing tools to disseminate information

- Built newsletters and communicated vital information to AME churches throughout the nation of Canada using MailChimp
- Utilized Constant Contact to build a campus ministry and market the activities and ministries of other campus ministries at multiple schools in the Atlanta area
- Employed A/B split testing to gauge recipients' reception of various email campaigns

- Tracked reader and click-through statistics of emails
- Engaged online audiences through various social media platforms

Expertly building and administrating organizations' websites

- Utilized WordPress CMS to build and customize clients' websites
- Provided on-the-go content updates from smartphone app
- Integrated PayPal donations into sites
- Implemented 4-day conference registration and payment system for client website
- Designed comprehensive cloud file-storage infrastructure using Box.com for greater organizational efficiency

Strategically employing social media for better online presence, social engagement

- Managing local seminary's social media accounts, including Twitter, YouTube, and Instagram
- Providing media coverage for seminary events and related programs
- Consulting on strategies, best practices, and various technological solutions
- Repurposing content on numerous social platforms to extend life of content
- Working with seminary's recruitment director to produce valuable content for attracting new students
- Redesigning seminary's website from scratch and integrating social media into site
- Utilizing social media tools to promote articles and drive traffic

Demonstrating a high level of efficiency using the following technologies: Microsoft Office, Google Docs, Google Calendar, Outlook, WordPress, Audacity audio editor, iMovie, open-source Photoshop software, smartphone productivity apps, various web analytics programs, survey platforms, live video-streaming services, file conversion suites, cloud storage and file management systems, social monitoring and keyword research tools, email marketing sites, and all major social media and community management platforms.

## WORK HISTORY

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### **CYLAR CONSULTING CO.**

**Detroit, MI**

Cylar Consulting is a multidimensional company providing a wide range of innovative solutions in the areas of multimedia and publications, personal and professional development, tutoring and academic advising, and ministry enhancement.

**Co-Founder & Principal Consultant (2010-Current)**

### **AFRICAN METHODIST EPISCOPAL CHURCH, FOURTH EPISCOPAL DISTRICT**

The oldest black denomination in the world, with membership in twenty Episcopal Districts in thirty-nine countries on five continents. The Fourth Episcopal District comprises of Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Canada, and India.

**Pastor, Quinn Chapel African Methodist Episcopal Church, Flint, MI (2012-2013)**

**Presiding Elder, Canadian Annual Conference (2011-2012)**

**Pastor, Tanner-Price African Methodist Episcopal Church, Windsor, ON, CANADA (2008-2012)**

**Associate Minister – Youth Ministry, Oak Grove African Methodist Episcopal Church, Detroit, MI (2005-2008)**

### **ECUMENICAL THEOLOGICAL SEMINARY**

**Detroit, MI**

The only fully accredited, Protestant, non-satellite religious institution in the Metro Detroit area, providing theological education in an urban, highly diverse setting.

**Social Media Specialist – (September 2013-December 2013)**

### **SNELLING STAFFING SERVICES**

**Metro Detroit, MI**

Provider of full-time and temporary staffing solutions to businesses in the Metro Detroit area.

**Temporary Employee (2010-2011)**

### **ASHLAND THEOLOGICAL SEMINARY - DETROIT**

**Southfield, MI**

The Detroit extension campus of Ashland Theological Seminary, based in Ashland, OH.

**Adjunct Professor (2010)**

### **EXAMINER.COM**

A content destination powered by over 100,000+ independent contributors posting thousands of informative articles on a number of subjects on entertainment, news, and lifestyle to a monthly readership of 20 million people across the U.S. and around the world.

**Detroit Christianity & Culture Examiner, Religion & Spirituality Section (2009-2010)**

### **PTI QUALITY CONTAINMENT SOLUTIONS**

**Detroit, MI**

An independent quality company providing inspection and rework and supply chain solutions for automotive and other industries in the United States, Mexico, and Brazil.

**Production Team Leader (2008)**

**Quality Sorter (2007-2008)**

## EDUCATION

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**ECUMENICAL THEOLOGICAL SEMINARY, DETROIT, MI**

Doctor of Ministry, Dec. 2014 (anticipated)

*Proposed thesis title: Building community through social media to tackle pastoral burnout*

**ASHLAND THEOLOGICAL SEMINARY – DETROIT, SOUTHFIELD, MI**

Master of Divinity, June 2009

**GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA, GA**

Bachelor of Science, Electrical Engineering, Dec. 2005

**MOREHOUSE COLLEGE, ATLANTA, GA**

Bachelor of Science, General Science, Dec. 2005

## AFFILIATIONS & INTERESTS

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Kappa Alpha Psi Fraternity, Incorporated

- Active and financial member the Southfield Alumni Chapter in 2008
- Webmaster and Chief Information Officer
- Kappa Leadership and Instruction League Advisor

Interests include: reading, writing, electronics, podcasts, sports commentary, interior design, fashion, and Christian hip hop music