

MARCUS A. CYLAR, DMin

Technologically savvy professional with strong leadership and personal development experience in communities, non-profit organizations, and corporations, as well as local churches. Leveraging strong technical skills and vast social media experience to transition out of pastoral ministry and deeper into the arena of church communications. Able to autonomously build and grow online communities by providing digital and print communications strategies. Stellar writing, editing, proofreading, graphic design, social media strategy, and web management expertise as an independent consultant.

Skills overview

Administration • public speaking, teaching • editing & proofreading • social media, email marketing • graphic design, branding • technical writing • web design, administration • audio/video editing • blogging • content management systems • HTML, CSS (basic), markdown

Well-versed in the following platforms and applications: Microsoft Office, Google Docs, 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 multiple major social media and community management platforms.

PROFESSIONAL COMPETENCIES

Editing and proofreading for multiple clients including:

- Corporations: Standardized work instructions for plant operators
- Small-business owners: Website copy, promotional materials, manuals, and proposals for government contracts
- Writers: Fiction and non-fiction books, book descriptions, bios, and blog posts
- Students: Dissertations and other academic papers

Website administration and building

- Utilized WordPress CMS to build and customize clients' websites
- Provided on-the-go content updates from WordPress 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

Implementing and overseeing independent project launches

- Successfully launched an independent, self-published book that reached as high as #4 on the Amazon Bestseller's list in one category and top 18 in four others, all with a limited email list and a budget less than \$100
- Developed a hashtag strategy used daily across various social media channels for three months to increase community interest in and engagement with the book
- Incorporated content marketing strategies into launch strategy, including the following:
 - Writing a 12-part series on the LinkedIn publishing platform to introduce the content of the book
 - Hosting a weekly live webinar based on book content for one month leading up to book launch

Employing social media strategies to generate positive online presence and social engagement

- Managing social media accounts (Facebook, Twitter, Instagram, YouTube, Periscope) for radio show
- Developing strategic advertising and fundraising content for radio show
- Managed local seminary's social media accounts, including Twitter, YouTube, and Instagram
- Provided media coverage for seminary events and related programs

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

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 simple audio branding to sermon recordings
- Used live streaming for worship services and interactive Bible studies

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

RELEVANT WORK HISTORY

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.

Professional Editor & Church Communications Consultant (2010-Present)

WORLDWIDE CORE RADIO

Detroit, MI

A Detroit-based, multi-channel internet radio provider with 24-hour music and multiple talk shows. The *Ron Todd Show* airs Sundays 6-8pm.

Contract Engineer (Jan 2016-Dec 2016)

Engineer and Social Media Manager, *The Ron Todd Show* (Oct 2015-Mar 2017)

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 – Work Study (September 2013-December 2013)

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)

MINISTRY EXPERIENCE

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, and Canada.

Assistant Pastor, New St. John African Methodist Episcopal Church, Dearborn, MI (2014-Present)

- Primarily responsible for digital ministry and marketing/outreach materials

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

- Youngest Pastor (30) in the history of the church
- Provided leadership to all church organizations and outreach ministries
- Empowering and developing leadership within the church's youth and young adults, including appointing and training the youngest steward (20) in the church's history
- Introduced or reintroduced the following ministries to the church: evening Bible Study, liturgical dance ministry, marketing ministry, fitness ministry

Presiding Elder, Canadian Annual Conference (2011-2012)

- Youngest person (29) to serve in this position in the history of the denomination
- Lead the continued spiritual and physical growth and development of nine AME churches, spanning the Canadian provinces of Ontario, Quebec, and Nova Scotia
- Met with churches and pastors on at least a quarterly basis to assess spiritual and financial progress through various metrics, as specified by denominational standards
- Implemented comprehensive, wide-ranging strategic plan detailing spiritual and fiscal (when applicable) development of conference ministries and organizations
- Introduced cost- and time-saving video conferencing solutions to the conference for more productive, better-attended meetings
- Redesigned and restructured conference Ministerial Training Institute through use of various online tools and curriculum advancements to account for geographical limitations and scheduling constraints
- Provided ex-officio advisement to every conference ministry, including Board of Trustees, where monthly reporting were provided and periodic meetings with CPA were held
- Represented the conference at district and connectional meetings and relating information shared therein to conference membership

- Consulted with conference churches (upon request) concerning online best practices and technology and ministry integration

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

- Brought growth, stability, and increased spirituality to a recently merged congregation on the verge of dissolution
- Developed and managed a multifaceted online ministry, with a website, social media presence on Twitter and YouTube, blog, podcast, and a live streaming channel on Ustream
- Founded the Tanner-Price Employment Centre, an outreach ministry providing job-search and employment-preparedness services in the city of Windsor
- Oversaw significant renovations and improvements during 2009-10 conference year
- Served in the following Canadian Conference positions: Director of Christian Education; Board Member, Chairman of Admissions, and Chairman of 3rd-Year Studies, Board of Ministerial Training; Coordinator and Conference Representative, Young Adult Network
- Other highlights; Youngest Pastor in 4th District at the time of appointment (26); hosted successful Canadian Conference Planning Meeting in November 2009; conducted weekend workshop in Toronto on hip hop and the church
- Was ordained an Itinerant Elder in 2009; was the youngest (27) holding this title in the 4th District at the time of ordination

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

- Preached to congregation of over 700 for youth services and organized youth ministry events and workshops for over 100 youth
- Coordinated the *Young Prophets Academy*, a mentoring ministry for boys ages 7-13, covering a number of subjects, including academic excellence, money management, interpersonal relationships, and spirituality
- Filled in as mathematics and language arts instructor for church's summer youth academy
- Tutored elementary, middle, and high-school students in all subjects for church's after-school tutorial program
- Wrote youth ministry articles for the church newspaper, the *Oak Grove Voice*
- Licensed to preach and admitted on trial to the Michigan Annual Conference in 2005; ordained an Itinerant Deacon in 2007

ADDITIONAL EXPERIENCE

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)

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

ECUMENICAL THEOLOGICAL SEMINARY, DETROIT, MI

Doctor of Ministry, Dec. 2014

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

Research activities included:

- Producing and distributing an e-book to explain research and generate interest in the project
- Using targeted groups on LinkedIn to recruit and build relationships with project participants
- Constructing mobile responsive website that served as project home base
- Building community of burnt-out pastors through weekly email communications, bi-weekly forum discussions and video clips, private Facebook group interaction, and candid discussion through Google Hangout
- Writing and self-publishing a 12-chapter book based on project learnings and personal experiences

Ongoing research areas: pastor burnout, online community, church communications, ministry and seminary technology

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

Major affiliation: Kappa Alpha Psi Fraternity, Incorporated

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

General interests: reading, writing, electronics, sports commentary, interior design, fashion, and Christian hip hop music

Voracious podcast consumer – Listening to over 50 hours per week of on-demand audio on a number of subjects, including, in part: business and entrepreneurship, social media/marketing, personal and professional development, education/information, church communications, and Christian leadership.