



- (443) 510-1751
- lane@lanedouglas.com
- lanedouglas.com
- /lanedouglas

PROFILE

Digital marketer/researcher with over a decade of experience in marketing, social listening, branding and design across the travel, tech and financial industries. Excel in both the left-brain / right-brain environments. Helped integrate social listening as a means of developing market awareness for Fortune 1000 companies. Seeking opportunities to work with an innovative firm that helps further this research to drive strategies, increase revenue and develop core messaging.

WORK EXPERIENCE

2016 - 2023

Coastal Community Church
Executive Pastor

Served as Executive Pastor to help lead local church through COVID and into self-sustaining attendance and growth. Helped church accelerate from 250 to nearly 700 in weekly attendance to include the launch of a multi-site campus model. Developed brand, message and online presentation model as well as well as helping manage staff and budget of nearly \$1.2M annually.

2012 - 2020

MarketBridge
Vice President

Developed and launched MarketBridge's SQL, a proprietary social indexing platform. Helped in the evolution of the Market Research division to fuse qualitative and quantitative research analysis and drive ~\$1M in annual revenue. Fostered partnerships with consumer intelligence platforms like Salesforce Social Studio (Radian6) and Talkwalker.

2008 - 2012

Vantage Strategy
Executive Vice President

Helped develop the social media and marketing blueprint arm of this travel-vertical marketing startup. Clients included Mexico Tourism Board, Orlando Conference & Visitor Bureau and Loews Hotels. Co-founder of the Ataway Exchange... a travel marketing conference. Developed partnership and product launch with Wildfire (later acquired by Google.)

REFERENCES

Bryan Pugner
Lead Pastor
Coastal Church
Berlin, MD
pastorbryan@coastalcc.org

Bashar Mardam-Bey
COO
MarketBridge
Bethesda, MD
bashar@market-bridge.com

Ben Isenberg
Principal
The Symmetry Agency
Annapolis, MD
ben@isenberggroup.com

OBJECTIVES

To secure a position with an innovative team doing data-driven research that converts to creative, customer-focused output.

EDUCATION

Master of Divinity
Gordon-Conwell Seminary
1995-1999
South Hamilton, MA

Bachelor of Science
Salisbury University
1989-1993
Salisbury, MD

Bachelor of Science
University of Maryland, Eastern Shore
1990-1994
Princess Anne, MD

TECH COMPETENCY

Social Listening / Analysis
Talkwalker
Salesforce Radian6

Design / Production
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere Pro
BM Davinci Resolve

Presentation
MS Office 365
Keynote