

James W. Campbell (Jim)

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Professional Summary

Ministry and media professional with 25+ years in church communications, video/audio production, marketing strategy, and digital content creation. Proficient in Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator, Audition), WordPress, Opus Clip, and YouTube management. Hands-on experience producing broadcast TV, educational videos, commercials, radio shorts, and ministry content. Skilled in communication plans, team leadership, website redesigns, social media, and outreach. Bridging decades of ministry wisdom with modern digital tools to equip the next generation of church leaders. Passionate about empowering churches through media and technology—strong fit for Churchfront’s training videos and marketing resources. Local to Melbourne, FL.

Key Skills & Proficiencies

- Video Production & Editing: Adobe Premiere, After Effects, Opus Clip (short-form clipping/repurposing)
- Audio Production & Editing: Adobe Audition; Full production for radio shorts/podcasts
- Graphic Design & Branding: Adobe Photoshop, Illustrator
- Digital Platforms: YouTube Channel Management (strategy, uploads, SEO, thumbnails, analytics); Social Media Management, SEO, Lead Generation, Email Campaigns
- Website Management: WordPress (design, CMS implementation, redesigns)
- Marketing & Content Strategy: Copywriting, Campaigns, Multi-Channel Branding
- Church Media Ministry: Worship Production, AVL/Technical Direction, Volunteer/Staff Training
- Additional: Live Directing & Technical Directing, Broadcast TV & Commercial Creation, Educational/Curriculum Video Content, Project Management, Team Leadership

Professional Experience

Lead Pastor

Bay West Church, Palm Bay, FL - October 2017 – Present

- Cast vision as primary teaching pastor; led all operations, communications, and community partnerships (e.g., Brevard Public Schools, Love INC).
- Directed marketing/promotion and fundraising campaigns using digital tools and branded collateral.
- Managed multi-church space-sharing and church planting investments in dynamic environments.

Campus Pastor, Bay West Campus

First Baptist Church of Melbourne, FL - January 2009 – September 2017

- Led full campus operations, hired/managed staff (4 PT), developed strategies, and drove community promotion/integration in Palm Bay.
- Launched “LOVE the Bay” outreach partnering with city/ministries for greater impact.
- Established Life Groups, leadership teams; preached weekly and handled pastoral duties.

Minister of Young Adults

First Baptist Church of Melbourne, FL, June 2007 – September 2009

- Directed programming for 18–35 demographic; grew leadership involvement from 7 to 40.
- Launched monthly worship experiences and Life Group ministry; preached regularly.
- Oversaw two full website redesigns using WordPress (including CMS implementation), church re-branding, social media launch, direct mail, sermon series branding, and multi-channel marketing.

Communications Pastor

Church on Rush Creek, Arlington, TX - January 2002 – June 2007

- Created/executed church-wide communication/marketing plan, including life-change storytelling and brand consistency using Adobe tools for graphics and video.
- Managed technical/worship production teams (grew from 5 to 60 volunteers across 8 venues); supervised graphics, technical, and video staff.
- Led marketing/technical setup for first satellite campus launch; supported media-focused building program.

Associate Pastor (Worship/Media)

Sagamore Hill Baptist Church, Fort Worth, TX - May 2000 – January 2002

- Planned/led worship services; grew teams (choir, praise band, ensemble) and established Student Creative Arts Team.
- Designed/implemented website and external marketing strategies; managed staff.

Media Assistant

Sagamore Hill Baptist Church, Fort Worth, TX - 1993 – 1997

- Produced weekly worship services for broadcast television, including full live production oversight.
- Served as director and technical director for live multi-camera broadcasts; operated cameras in studio and on-location settings.
- Performed video editing (using early tools; current proficiency in Adobe Premiere/After Effects/Audition), audio production, and creation of broadcast commercials, creative student ministry videos, and side projects.
- Collaborated on filming/editing 15-minute lesson preview videos for Lifeway's Bible Book Series Sunday School Curriculum (Southern Baptist Convention), featuring seminary professors providing weekly overviews and biblical background—creating educational content for nationwide church use.

Minister of Music and Youth

Union Baptist Church, Union, KY - August 1997 – May 2000

- Led blended worship services; grew youth program from 5 students/2 leaders to 50/7; established Student Creative Arts Team.
- Oversaw worship center renovation/new build; created church web presence.

Additional Professional Experience

Digital Media & Marketing Consultant – Local Election Campaigns

Melbourne/Palm Bay Area, FL - 2017–2018 and 2021–2022

- Led full-spectrum digital and traditional marketing for two successful local election campaigns, including strategy, execution, and performance tracking.
- Produced and edited campaign videos (using Adobe Premiere/After Effects) for online distribution and events; repurposed content with tools like Opus Clip for social media.
- Designed and managed websites (WordPress), social media channels, email marketing campaigns, and graphic assets (Adobe Photoshop/Illustrator for print/digital).
- Created branded collateral including signs, T-shirts, flyers, and promotional materials to drive engagement and fundraising.

Additional Ministry & Community Involvement

- Creator/On-Air Personality & Audio Producer, “A Better World” daily radio shorts/mini-podcast, HOPE 106.3 WCIF (First Baptist Church of Melbourne affiliate), 2020–Present: Handle full audio production (recording, editing in Adobe Audition, scripting, and delivery) for biblical worldview segments on everyday topics.
- Manager, Multiple YouTube Channels: Oversee content strategy, video production/editing (Adobe Premiere/After Effects), uploads, optimization (SEO, thumbnails, titles), and audience engagement for ministry-focused channels.
- Writer, Spotlight Magazine, 2008–Present

Education

- Master of Divinity / Biblical Languages (Concentration: Communications)
Southwestern Baptist Theological Seminary, Fort Worth, TX, 2006
- Bachelor of Science in Marketing / Business Administration (Minors: Computer Science / Math)
Troy University, Troy, AL, 1993

Portfolio & Links

- [Personal Portfolio Website](http://jimcampbell.info): jimcampbell.info – Comprehensive overview of Jim and his family
- [YouTube Video Portfolio](#): Features representative video production work over the past 12+ years.
- For examples of website design, katyecampbell.com and baywestchurch.com

References available on request.