

## Cory Shawn O'Neal Jr.

Seeking to maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management, impacting people and problem-solving skills.

Birmingham, AL

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## EXPERIENCE

**Re/Max Advantage**, Birmingham, AL — Director of Marketing and Graphic Design

May 2024 - PRESENT

- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Deployed well-coordinated campaigns, events and public relations strategies to facilitate smooth and successful.
- Orchestrated and implemented re-branding of company website & social media department to improve sales and maximize effectiveness.
- Coordinated with creative team to generate dynamic marketing content and communication tools for promotional campaigns.
- Assessed and strengthened client digital presence, including rewriting website copy, authoring blog posts and updating social media platforms.
- Developed site navigation by categorizing content and funneling traffic through content.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Developed collateral such as display, marketing and packaging materials to support product branding strategies.

**Elevate Ministries**, Jacksonville, AL — *Campus Leader/Founder*

January 2019 - PRESENT

- Oversees administration and management of all areas of ministry.
- Authored sermons, speeches, and other religious materials.
- Raised awareness of the needs and contributions of

## SKILLS

Writing coursework

Curriculum design

Organizational ability

Teaching, Lesson Planning

Digital Marketing

Social Networking

Volunteer Management

Program & Leadership Development

Marketing Communications

MS Office

Contract preparation

Fundraising

Volunteer Management

Special events support

Problem-Solving

Decision-Making

Critical Thinking

Network development

Campaign development

Business Development

students to campus life and operations.

- Worked with stewardship to promote responsible biblical stewardship.
- Provided spiritual care through visitation, counseling, and prayer for all college students on the campus of Jacksonville State University.
- Led programs such as worship, study, fellowship, and service opportunities.
- Planned and conducted worship services, wrote sermons, and worked with key student leaders to carry out ministry missions.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.

**The Tower of Prayer Church, Leeds, AL — Youth Pastor**

February 2023 - January 2025

- Oversaw the youth ministry budget and track all expenses.
- Scheduled and managed teams of youth volunteers.
- Built lasting relationships with youth and parents or guardians.
- Raised student's awareness of the needs and contributions of youth to church life and operations.
- Planned weekly groups as well as special events and overnight retreats.
- Set goals for youth in the church and communicated with parents regarding progress.
- Authored sermons, speeches, and other religious materials.
- Taught and counseled youth ages 6 to 18

**Reformation Academy, Talladega, AL — Temporary Teacher**

January 2024 - May 2024

- Administered assessments and standardized tests to evaluate student progress.
- Cultivated relationships with parents for a complete support network.
- Prepared comprehensive English curriculum for multiple classes.

Grant Writing

**AFFILIATIONS**

Alabama Education

Association

Alpha Phi Alpha Fraternity

Incorporated

Jacksonville State University

Alumni Association

**CERTIFICATIONS**

2023-04

Diversity, Inclusion, and  
Belonging

2023-03

Project Management Skills for  
Leaders

2023-01

Top 10 Rules for Highly  
Effective Leadership

2023-05

Information Literacy

2023-07

CNP - Certified Notary Public

2024-04

Life & Health Insurance  
Licenses

(AL)

- Utilized multimedia strategies and technology to convey information in fresh and interesting ways.
- Attended department meetings to develop and update course curriculum.
- Worked with other teachers to support struggling students and provide thorough help to rectify comprehension issues.

***Camelot Bus Charters & Tours (Contract Work Currently),***  
**Cropwell, AL — Director of Communications**

August 2018 - PRESENT WITH CONTRACT WORK

- Increased brand awareness through the creation of innovative print and digital productions for major publications.
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.
- Established strong relationships with key media contacts, ensuring positive company news and events coverage.
- Evaluated the effectiveness of communication activities through regular reporting and analytics reviews to optimize future efforts.
- Wrote social media content to increase engagement with customers.
- Maintained the company's social media presence by posting messages, answering posts, and monitoring responses.
- Monitored social media and technology advancements, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.

**Greater New Destiny Christian Church, Pell City, AL —**  
**Director of Media, Drummer, & Associate Minister**

August 2012 - December 2021

- Obtained, attributed, and wrote compelling captions and other text for photos, videos, and other graphics for both print and online use.
- Provided timing and rhythmic foundation for band members to coordinate performance.
- Attended rehearsals, soundchecks, and call times and

evaluated sound quality.

- Controlled microphones, sound levels, and outputs to produce high-quality tracks for various artists and guest artists.
- Separated instruments, vocals, and peripheral sounds were mixed during post-production.
- Raised congregational awareness of the needs and contributions of youth to church life and operations.
- Led programs such as worship, study, fellowship, and service opportunities.
- Worked flexible hours across the night, weekend, and holiday shifts.
- Planned and conducted worship services, wrote sermons, and worked with key church leaders to carry out church missions.
- Increased brand awareness by developing and executing comprehensive media strategies.
- Collaborated with cross-functional ministries to develop fully integrated marketing plans aligned with overall church objectives.

## EDUCATION

**University of Alabama**, Tuscaloosa, AL — *(Masters)*

August 2022- Present

**Jacksonville State University**, Jacksonville, AL —  
*Communications (Bachelor of Arts) | English (Minor)*

July 2018 -August 2022

**Pell City High School**, Pell City, AL — *HS Diploma*

May 2018

## ACCOMPLISHMENTS

- Campaign manager 2020 for two City Council Opponents
- Food Drive Key Leader for Greater New Destiny Christian Church

- Community Outreach in Jacksonville, AL (Fedover 350+) on Halloween in 2021.
- Hosted food drives and clothing drives for the homeless in Jacksonville AL.
- Tutored high school and college students in English and as a Junior & Senior (Calhoun County Schools & JSU).
- Developed and implemented individualized learning plans for each student (Calhoun County Schools).
- Helped students to understand course materials and improve test scores.
- Leadership Team Member for 2020 Unity March in Pell City, AL
- With being the campus leader and founder, we've enjoyed enriching individual college students with generous donations exceeding \$4,000 with Elevate Ministries.
- Founder of Cory Jr.& The Fellas Band
- Front Ensemble Drummer for Jacksonville State Marching Southerners
- Collaborated with a team of four in the development of receiving a grant for a nonprofit as a senior in the undergrad. Grant was written and led by me.
- Has applied for many grants for Greater New Destiny Church and received.
- Planned, coordinated, and facilitated Camelot Charters's 20th anniversary event.

## REFERENCES

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