

Deven Berryhill

San Diego, CA 92109 · (949) 244-4407 · devenberryhill@gmail.com

DevenBerryhill.com

linkedin.com/in/deven-berryhill-02527b36/

Summary

Marketing professional with a wide set of skills including 7 years of Marketing, Communications and Social Media which helped drive exponential student growth for 7 years at an 100% online university. Background includes 7 plus years leadership in promoting and producing large scale events and conferences geared towards music, worship and educational industry. My personal passion is to help others reach their potential.

Professional Experience

Director of Marketing / Student Services 2016-present

Calvary Chapel University – San Diego, California

Calvary Chapel University is a 100% online university with hundreds of students across the USA and the world. It has grown rapidly over the years and is in the last phase of Accreditation with T.R.A.C.S. and is poised for significant growth.

- Responsible for team of 7 including student services team, graphic artists, and web developers
- Manage the student experience from lead generation to degree conferral
- Coordinate with faculty and administration to represent new educational developments to current students, prospective students, and the global marketplace
- Represent CCU at national conferences through media and outreach
- Create and implement university business plans with accounting, legal, and IT

Director of Marketing / Recruiting 2012-2016

Calvary Chapel University – San Diego, California

- Create written, graphic, and video content for CCU
- Co-produced, developed storyline, visual feel and verbal content for multiple CCU promo videos
- Oversee all source metrics including funnel reports
- Network with pastors, teachers, ministry leaders, and para-church organizations nationwide
- Coordinate all major social media platforms, newsletters, blogs, strategies, and campaigns
- Develop and implement marketing sources and advertising strategies to media outlets including print, radio, social media, and web

Adjunct Faculty Instructor 2013-2016

Calvary Chapel University – San Diego, California

- Develop online course content with the director of academics and school deans
- Adjunct instructor teaching online courses

Adjunct Faculty / Director of Student Ministries 2011-2013

Horizon University – San Diego, California

Horizon University is both an on campus and online Biblical studies university with hundreds of students across the USA and the world. It has grown rapidly over the years and is accredited by A.B.H.E.

- Taught college-level worship courses for public and private applications
- Consulted on accreditation helping the school obtain full accreditation status with A.B.H.E.

High School Music Director 2009-2011

Horizon Christian Fellowship – San Diego, California

- Directed all music and media for bi-weekly Chapel services including worship teams and guest musicians
- Directed school pep-bands and student-led worship teams for athletic games and weekly chapel services
- Taught beginning and intermediate guitar classes
- Produced and co-wrote "Look To Horizon" theme song, winner of the CIF Theme song contest for 2011

High School Music Director

2005-2009

Calvary Christian Academy – Chula Vista, California

- Directed School Pep Band, Worship Teams
- Taught beginning and intermediate guitar classes.
- Taught Worship elective classes K-12th grades

High School Music Director

2002-2005

Calvary Chapel High School – Costa Mesa, California

- Directed School pep band, worship teams
- Taught beginning and intermediate guitar classes

School Of Worship Administrator

2002-2004

Calvary Chapel of Costa Mesa – Costa Mesa, California

- Served as an administrator and instructor for the Calvary Chapel Costa Mesa School Of Worship.
- Oversaw admissions and student interviews
- Taught Worship Leading Fundamentals courses
- Administered daily tasks, weekly chapels and student counseling
- Served as a "regular" lead guitarist at Calvary Music sponsored events such as "Easter in The Meadow" at Irvine Meadows Amphitheater.
- Session guitarist for Calvary Chapel Music albums
- Calvary Chapel Music artist "The Surfaris"

Music Teacher / Worship Director

1993-2001

Horizon Christian Fellowship – San Diego, California

- Directed school pep band, worship teams, and taught beginning and intermediate guitar classes
- Led high School worship team for St. Petersburg Russia missions/performance trip 1997
- Organized pep band performances for championship athletic games
- Directed pep band on performance outreaches with the "Festival Of Life with Mike MacIntosh" to Juarez, Hermosio, Ensenada Mexico.
- Produced the school Worship Team album "The HYPE" with 7 covers and 3 original songs written by students

Volunteer

Director of Services For Audio/Video

2016-2018

Calvary Chapel San Diego – Chula Vista, California

- Oversee calendar for all CSD worship leaders, A/V volunteers and team members for all services.
- Administrate Planning Center "Services" app as it pertains to building and maintaining the order of services, worship team members, service song selection and song database (Song Select), CCLI licensing, and coordination with screen projection (Pro-presenter/Media Shout)
- Work with CSD senior leadership to develop and implement order of services, worship team booking, hosting special guests and green room
- Oversees the usage and application of all CCSD A/V projection and lighting equipment, including equipment maintenance and troubleshooting
- Worship Musician – lead electric guitar, acoustic guitar, vocalist, worship leading when needed

Conference Director - Worship Xcellence Youth Worship Conference

1999-2006

- Directed youth worship conferences with over 650 students in attendance annually.
- 2000, 2001 Horizon Christian Fellowship
- 2002 - Calvary Chapel Costa Mesa
- 2006 - Calvary Chapel San Diego
- This conference was later passed on and re-named the "Pure Worship" conferences hosted at Calvary Chapel Costa Mesa, which still continue today.
- Booked musical guests and speakers, including Jeremy Camp, Phil Wickham, Scott Cunningham, The Kry, Miles McPherson, Mike MacIntosh, and Chris Falson.

Part Time Worship Leader

2001-2002

Horizon Christian Fellowship, South Bay Campus – Chula Vista, California

- Lead and direct worship teams for blended church services
- Special events worship leader for funerals, Christmas programs, Easter, Special Music talent coordinator.

Education**Calvary Chapel University**

M.Ed, Christian Education

Seattle Pacific University

B.A., Communication