

Mike Martin

BRAND STRATEGIST | COMMUNICATOR | CREATIVE PROFESSIONAL

Media Kit

Mike Martin

BIO

Mike Martin is a communicator, strategist and brand specialist with over 12 years of experience. He works with national teams in the private and public sectors to build and improve their brands. As both a pastor and a marketing professional, he describes his work as creative ministry. His passion is helping ministries express their kingdom assignment through strategic brand identity. Over his career he has worked with large and small organizations to improve their branding, including the Chicago Housing Authority and All Nations Worship Assembly (ANWA), where he currently serves as the Executive Pastor and Creative Director. In his full-time role, Mike is responsible for the ministry's communications such as brand development, public relations and creative direction.

Prior to his work at ANWA, Mike Martin held a successful career as a Marketing Communications Consultant for several U.S. public-sector agencies. His branding work is nationally recognized and he has even been acknowledged for his innovation in design by the Chicago Innovation Awards. With a degreed education in Graphic Design and Marketing Communications, Mike brings both a creative and executive aptitude to every project that he lends his skill. Sharing his expertise with the masses, Mike leads creative workshops in the areas of brand development, communications and leadership. He also conducts brand and organizational assessments.

His book, ***"The Ministry of Branding: A Biblical Approach to Brand Building"*** is manual for ministries and organizations for designing a brand, with insight on how God views the practice of branding. This book is a must-have for pastors, church leaders and entrepreneurs seeking to build a brand.

WWW.MEETMIKEMARTIN.COM | PRESS KIT



Mike Martin

INFO

Branding is about creating experiences. Every organization should engage in strategic branding.

- Mike Martin

Hometown:

Chicago, IL

Expertise:

Branding, Marketing, Church Leadership

Years of Experience:

12

Career Experience:

CVR Associates, Chicago Housing Authority

Current Position:

Executive Pastor, All Nations Worship Assembly

Books:

The Ministry of Branding

A Biblical Approach to Brand Building

Workshop Topics:

Kingdom Brand Building

Organizational Communication

Drafting Your Vision

Establishing Systems & Processes

Preparing for Ministry Growth

Creating Lasting Experiences



Mike Martin

BRAND STRATEGIST | COMMUNICATOR | CREATIVE PROFESSIONAL

www.meetmikemartin.com

for booking email:
info@meetmikemartin.com