




JONATHAN EDWARDS

ABOUT ME

I am a strategist, critical thinker and coach who loves partnering with individuals, teams and organizations to discover, pursue, and realize potential. My 28 years of experience in ministerial and organizational contexts includes: strategic planning, project conceptualization + management, coaching, generational intelligence, brand development + deployment, community engagement, church health, organizational management, communications + messaging, and staffing cohesion + health.

I have been married to the love of my life for 27 years and delight in the fact that I am a "girl dad", with three amazing daughters (two in college and one in grade school). I love soccer (or what I prefer to call football), thoroughly enjoy playing drums + percussion, and believe food is an event, not just a functional activity.

CONTACT

 661.510.4635

 attendtointend@gmail.com

 [linkedin.com/in/jonathan-loren-edwards](https://www.linkedin.com/in/jonathan-loren-edwards)

 AttendToIntend.com

PROFILES

Meyers Briggs Type Indicator | INTJ

DiSC Management Profile Type | CD

DiSC Leadership Profile Type | C

CliftonStrengths | StrengthsFinder

- Ideation
- Relator
- Strategic
- Futuristic
- Analytical

EDUCATION, TRAINING & CERTIFICATION

Life Pacific University

1998 | B.A. Pastoral Ministries – Graduating Class Speaker

Creative Results Management

2018 | Coaching Mastery Certificate Program

73 hours of coach-specific training in the area of Core Competencies as part of the ACSTH Professional Coach Certificate Program approved by the International Coach Federation (ICF)

International Church of the Foursquare Gospel

1998 | Licensed & Ordained Minister

WORK EXPERIENCE

The Sanctuary | Executive Pastor

2000 – present

Conceptualizing, refining and disseminating vision in relation to the broad culture and operations of the church (750 weekly attendance). Visualizing, planning, and implementing the determined strategic objectives/plans. Managing the cohesion and functionality of the philosophy, culture and operations of the church, in alignment to the mission, vision, and values. Assessing, monitoring and caring for the overall health of the church (organizationally and inter-personally). **See "Supplemental Details" for scope.**

Foursquare Church | Administrator, National Youth Ministries

1994 – 1997, 1998 – 2000

Managing the administrative function of the Foursquare denominational office overseeing the US national strategy for youth ministries.

10foil Web Design | Co-owner + Project Manager

1998 – 2000

Overseeing project management of website development for clients.

Life Pacific University | Office Assistant, Office of Student Life

1997 – 1998

Providing administrative support to projects and initiatives under the direction of the Vice President of the university.

COMMUNITY EXPERIENCE + LEADERSHIP

Fellowship of Christian Athletes (FCA) | Advisory Board Member

2011 – 2017

Assisting in the development and execution of the ministry strategy and outreach to eight local high schools (Santa Clarita, CA) – GoToFCA.org

World MAP (Missionary Assistance Program) | Advisory Consultant

2011 – 2012

Brand Management + Web Development – World-Map.org

Milestones & Scope of Work Highlights | Executive Pastor at The Sanctuary

- **Milestones Over a 21-Year Period**
 - Assisting in growing the church from 200 to 800 in weekly attendance (with the development of multiple ministries, infrastructure expansion)
 - Managing staff growth from three employees to 16
 - Developing robust HR processes and compensation structures
 - Curating a healthy staff culture
 - Assisting in the stewardship and development of a church campus over two decades, featuring:
 - Solar panels providing 90% of power
 - Cell tower income providing nearly 25% of church monthly mortgage cost
 - \$4.5 million invested in various campus improvements, with an appraised property value of \$8 million (most recent project completed in February 2021 – \$3 million renovation, including substantial structural and audio-visual upgrades/improvements – see: thesanctuarychurch.com/more)

- **Scope of Work**
 - Empowerment of an operations staff managing a campus infrastructure that includes:
 - 7.5 acres of property (with two buildings, recreation areas, 400 parking spaces)
 - IT systems (including dedicated fiber internet, servers, and 40+ systems/computers)
 - Robust audio-visual systems (20'x30' LED Wall, multiple venues for services/events/productions)
 - Oversight of the strategic function of [Project SCV](#), a ministry of the church responding to local community needs with financial and physical assistance, through targeted initiatives and in partnerships with non-profit organizations, agencies and entities. The scope of work includes: assisting single mothers, the elderly, homeless, Adopt-A-Highway clean-up, stocking food pantries, empowering local school resource centers, hosting mental health events, funding school programs and teacher assistance.
 - Developing and managing the macro strategy for messaging across a diverse array of communications and content-delivery mediums, including:
 - Social media platforms ([Facebook](#), [Instagram](#) and [YouTube](#))
 - Multiple websites
 - Dedicated [church app](#) (content and push notifications)
 - Direct email ([MailChimp](#)) and texting ([Text in Church](#))
 - Print
 - Environmental/campus signage
 - [Google](#) and [Yelp](#) profiles
 - Multi-camera [livestreaming](#)
 - Video production
 - Developing and monitoring systems and [dashboards](#) for measuring key metrics of church and ministry function for effectiveness
 - Formatting and deployment of VOIP phone system and Office 365
 - Monitoring and pursuing [church health](#)

TOOLS WORKED WITH

- MailChimp
- Social Media (Facebook, Instagram, YouTube, Twitter)
- Squarespace
- Text in Church
- ClicData
- PushPay
- Planning Center
- Basecamp
- Survey Monkey
- Bamboo HR
- Ring Central
- Yelp & Google Maps
- Mindjet
- Office 365 Management

EXAMPLES OF WORK

Go to: AttendToIntend.com

- Talks & teachings
- Video storyboarding/directing
- Business processes