Wendy Gem

PROFESSIONAL COMMUNICATIONS EXPERIENCE

Director of Communications

First Presbyterian Church, Gastonia, NC (2024-Present)

Communications Director with more than 25 years of experience in strategic communications, marketing, digital media, and organizational messaging. Lead the development and execution of integrated communication strategies for a large congregation, overseeing print, digital, video, social media, branding, and public relations initiatives. Skilled in audience engagement, content strategy, communication research, and organizational change communication. Experienced in managing multi-channel communication ecosystems, aligning messaging with institutional mission and values, and using data-informed approaches to improve communication effectiveness.

Responsibilities:

- Direct all internal and external communications for a multi-faceted nonprofit organization serving congregation members, visitors, community partners, and prospective families.
- Develop and implement integrated communication strategies across print, digital, social media, video, web, email, and public relations channels.
- Lead organizational branding and messaging initiatives to ensure consistency, clarity, and alignment with mission, vision, and strategic priorities.
- Produce and manage a comprehensive content ecosystem including newsletters, websites, social media campaigns, worship communications, publications, and promotional materials.
- Conduct research on communication trends, audience behavior, and emerging technologies to improve engagement and communication effectiveness.
- Manage website strategy, content development, search engine optimization (SEO), online registration systems, and digital user experience.
- Design and execute communication campaigns supporting organizational initiatives, community outreach, fundraising efforts, educational programs, and special events.
- Develop communication standards, templates, and workflows that improve organizational efficiency and message consistency.
- Collaborate with executive leadership, ministry leaders, staff, committees, and volunteers to translate strategic objectives into effective communication plans.
- Supervise audiovisual operations, livestream production, volunteer teams, and communication-related technology systems.
- Maintain relationships with local media outlets and coordinate media placements, announcements, and public-facing communications.
- Manage communications budgets and evaluate technology, software, and equipment investments.
- Analyze communication performance metrics and apply evidence-based approaches to audience engagement and organizational communication.

Graphic Designer / Multimedia Communications Specialist

Cleveland Community College, Shelby, NC (2015-2020)

Developed and executed integrated visual and digital communication strategies supporting student recruitment, institutional branding, community engagement, and organizational communication initiatives. Produced multimedia content across web, social media, video, print, broadcast, and email channels while ensuring brand consistency, accessibility compliance, audience engagement, and effective message delivery. Collaborated with cross-functional teams to create strategic communication campaigns informed by analytics, audience needs, and institutional goals.

Responsibilities:

- Developed and produced integrated communication campaigns utilizing print, digital, video, social media, email, web, and broadcast channels.
- Created audience-centered content supporting student recruitment, community outreach, institutional initiatives, and organizational objectives.
- Designed and managed multimedia communication assets, including publications, newsletters, videos, advertisements, websites, catalogs, and promotional materials.
- Applied principles of visual communication, message design, branding, and user engagement to ensure consistency across communication platforms.
- Wrote, edited, and proofread communication materials in accordance with Associated Press (AP) style standards.
- Designed and executed targeted digital advertising campaigns across social media and search platforms, reaching both traditional and non-traditional student populations.
- Implemented search engine optimization (SEO) strategies and accessibility standards to improve content discoverability, usability, and compliance.
- Monitored communication and advertising performance using analytics tools to evaluate audience engagement and inform communication strategies.
- Collaborated with institutional stakeholders to develop content strategies aligned with organizational priorities and communication objectives.
- Managed all phases of multimedia production, including concept development, scripting, photography, videography, editing, and distribution.
- Produced visual storytelling content documenting institutional events, academic programs, leadership communications, and community initiatives.
- Coordinated with external vendors and production partners to ensure quality control, budget management, and successful project delivery.
- Maintained digital asset management systems and supported organizational content governance practices.

Wendy Gem

EDUCATION

Pursuing Master of Art, Strategic Communication
East Carolina University
Greenville, NC

Bachelor of Science, Criminal Justice
University of North Carolina at Charlotte
Charlotte, NC

Diploma, Multimedia Production
School of Communication Arts
Raleigh, NC

Diploma, Computer Art and 3D Animation
School of Communication Arts
Raleigh, NC

Associate of Arts
Cleveland Community College
Shelby, NC

MILITARY SERVICE

United States Army | December 1987–December 1994
Operation Desert Shield/Desert Storm Veteran | Honorably Discharged
Served in the United States Army during a period that included Operations Desert Shield and Desert Storm.
Earned the National Defense Service Medal, Army Service Ribbon, and Expert Marksmanship Qualification Badge (M16).