

Robert Carnes



Location Atlanta, Ga.
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Overview

COMMUNICATOR • INNOVATOR • STORYTELLER

Versatile digital marketer, copywriter, and published author. Over 15 years of experience working for marketing agencies, nonprofits, churches, and college sports. Capable of writing in the third person.

Work Experience

GreenMellen • Marietta, Ga.

Marketing Director (2025-26)

Marketing Manager (2020-25)

- Led client and agency marketing strategies including messaging, content, email, SEO, and social media
- Oversaw ongoing digital marketing for clients
- Managed team of internal staff and contractors

The ReThink Group (Orange) • Cumming, Ga.

Church Engagement Director (2019-20)

Managing Editor (2017-19)

- Lead organizational blog strategy, including content calendar, editorial team, and contract writing team
- Developed marketing funnels for leadership products and events with more than \$500,000 in annual sales
- Managed content creation of weekly blogs, podcasts, emails, and social media accounts

Make-A-Wish Georgia • Atlanta, Ga.

Marketing & Communications Manager (2014-17)

- Managed print and digital platforms and content
- Designed, proofed and published annual reports
- Led marketing efforts for chapter's 20th Anniversary

Dunwoody United Methodist Church • Dunwoody, Ga.

Communications Associate (2014)

- Responsible for print and digital platforms, including worship bulletin, website, social media and e-newsletter

First United Methodist Church • Lawrenceville, Ga.

Communications Administrator (2013-14)

- Oversaw all aspects of church communications
- Launched new communications strategy & website

Freelance Work

- Author of 4 published books on storytelling
- Copywriting experience with strategies, articles, ebooks, case studies, and web & social media copy
- Worked with 20+ freelance clients in a various industries
- Spoken at local industry events, webinars, and workshops
- Published 300+ articles for 30+ online publications

Skills

- Adobe Suite (InDesign, Photoshop, Premiere, etc.)
- Associated Press (AP) Style writing and editing
- Strategic marketing development and research
- Web, print layout, and graphic design
- Social media management (eg. Sprout Social, Buffer)
- Email marketing (Mailchimp, Active Campaign, Hubspot)
- Video and photo editing

Education

Georgia State University • Atlanta, Ga.

M.S. in Sports Administration (2011-13)

University of Georgia • Athens, Ga.

B.A. in Print Journalism (2007-11)

- English minor and New Media certificate
- Graduated with honors
- Study Abroad: University of Oxford (2009)

Certifications

- Professional Certified Marketer (AMA)
- Nonprofit Board Member certificate
- HubSpot Content Marketing, Growth-Driven Design, Email Marketing, & Social Media Marketing
- Mailchimp Foundations & Email Marketing
- Google Analytics & Google My Business
- HootSuite Social Media Certification

Honors

- Cobb Chamber Next Generation winner (2024)
- AMA Atlanta Volunteer of the Year (2023)
- AMA SEO project of the year (2023)
- Atlanta YNPN 30 under 30 (2017)
- 5x Cobb Chamber Top 25 Small Business (2021-25)
- 4x CoSIDA national media guide & writing honors
- Eagle Scout (2006)

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Even More Experience

Hemma Concrete • Marietta, Ga.

Communications Coordinator (2013)

- Constructed a new corporate communications strategy
- Developed online project portfolio for website

Georgia State University • Atlanta, Ga.

Sports Communications Assistant (2011-13)

- Handled communications for seven athletic teams
- Designed and published award-winning publications
- Wrote press releases, feature stories and media pitches

University of Georgia • Athens, Ga.

Sports Communications Student Assistant (2007-11)

- Supported daily office activities and game-day media relations for eight athletic teams
- Facilitated media requests and press conferences
- Volunteered at SEC and NCAA championship events

University of Georgia Press • Athens, Ga.

Digital Media Intern (2010)

- Filmed, produced and edited promotional video content featuring then U.S. Poet Laureate, Natasha Tretheway

The Red & Black Newspaper • Athens, Ga.

Op-Ed Contributor (2010-11)

- Wrote opinion columns and institutional editorials for the University's student newspaper

The Dunwoody Crier • Dunwoody, Ga.

Freelance Reporter (2008-09)

- Wrote and edited news articles and in-depth features for community newspaper

National Energy Services • Roswell, Ga.

Project Manager (2008-09)

- Planned construction schedules, produced project books and facilitated warehouse shipments

Volunteer Service

Smyrna United Methodist Church • Smyrna, Ga.

Staff Parish Relations Committee (2026)

American Marketing Association (AMA) Atlanta

VP of Mentorship (2023-24)

Mentorship Committee (2020-25)

Piedmont Church • Vinings, Ga.

Social Media Director (2019-22)

Abiding Word Ministries • Woodstock, Ga.

Board Member (2017-2020)

Center For Church Communications (CFCC)

Assistant Editor (2013-18)

Creative Missions (2017)

Vinings Church • Vinings, Ga.

Social Media Director (2015-17)

UGA Alumni Association Metro Atlanta Chapter

Alumni mentor (2017-20)

Editor-In-Chief (2015)

By The Numbers

- 4 books
- 385 guest blog posts
- 222 press releases
- 194 podcast episodes
- 103 marketing strategies
- 76 website projects
- 28 freelance clients
- 16 speaking engagements
- 19 years experience
- 14 awards & recognitions

Fun Facts

- Practices Brazilian jiu-jitsu
- Played the saxophone for 8 years
- Speaks (some) German
- Left-handed
- Traveled to 41 out of 50 US states
- Grandfather was a US Olympic track & field coach

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Article Samples

- [I Endured 700+ Cold Marketing Emails to Research Why They Don't Work](#) (Get Response)
- [I Ran 100s of Queries to Find Out If AI Chatbots are Better Than Search Engines](#) (HubSpot)
- [Why Capitalism Ruined Our Technology & How Better Capitalism Can Fix It](#) (Better Capitalism)
- [5 Simple Ideas For How to Promote Your New Book Today](#) (Blue Ink Press)
- [The 26 Types of Nonprofit Organizations: A Simplified Guide to Choosing Which Is Best for Your Goals](#) (GoFundMe)
- [Story Listening: 2 Methods of Listening For Stories Within Your Organization](#) (Anedot)
- [Marketing Humor: How to Make Your Brand Funny](#) (GreenMellen)
- [Does the Church Have a Senior Pastor Problem?](#) (Church Leaders)
- [Why Every Church Should Replace Announcements with Stories](#) (Church Communications)
- [How to Read Better Bedtime Stories](#) (Parent Cue)
- [How Churches Can Effectively Work With Marketing Agencies](#) (Church Juice)
- [6 Ways to Use Technology for Better Church Storytelling](#) (Playlist)

Case Studies

- [IFS Finds Creative Solutions For Major Craft Supplies Manufacturer](#) (Logistics)
- [Radley EDI Integration Provides Better Automation for a Growing Automotive Manufacturing Company](#) (manufacturing software)
- [South Carolina Synod Maximizes Giving Through Denominational Partnership](#) (church SaaS)
- [Clever Marketing + Generis Project Case Study](#) (nonprofit marketing agency)
- [UX Agency Replaces Development Team With Polyglot's White-Label Solutions](#) (development agency)
- [Atech Logistics + GreenMellen](#) (Logistics)

Books Published

- **The Storymancer** (2025)
Fantasy novel published by Blue Ink Press
- **The Story Cycle** (2022)
Business book published by Lucid Books
- **Serial Box** (2019)
Self-published collection of short stories
- **The Original Storyteller** (2017)
Self-published Christian devotional

Website Copy

- [MUST Ministries](#)
- [Apa Aesthetics](#)
- [LBD Communications](#)
- [PFW Advisors](#)
- [Georgia Historical Society](#)
- [Northside Tree](#)
- [Optima Signs & Graphics](#)

Strategy Samples

- [Northside Tree](#)
- [GLISI](#)
- [SL Partners](#)
- [HM Plumbing](#)

Podcast Interviews

- [A Brighter Web](#) (co-host)
- [Agora Pulse](#)
- [Get A Word In](#)
- [Anedot](#)
- [S'more Stories](#)
- [Modern Church Leader](#)
- [Church Juice](#)
- [Pro Church Podcast](#)
- [Church Communications](#)
- [The Seminary of Hard Knocks](#)
- [MarriedPeople](#) (producer)
- [Art of the Sermon](#)
- [Pursuit of Service](#)
- [YM Sidekick](#)
- [Uplink Marketing](#)