

Ed Keithly

Strategist

Contact

 edkeithly.com

 edward.keithly@gmail.com

 [ed-keithly](https://www.linkedin.com/company/ed-keithly)

 703-505-7436

Skills

Brand strategy

Teamwork & collaboration

Public, umm, speaking

Research & briefing
(MRI Simmons, Talkwalker, expert interviews, focus groups, surveys, ethnographies, corporate espionage)

Presentation design
(Slides, Canva, Figma, Keynote)

AV editing & recording
(Final Cut, Premiere, Audition)

Design & Prototyping
(Figma, InDesign, Illustrator)

Writing & editing

Oh, Fun

Podcasts/Podcasting: Created [Why Are We Like This?](#) re: hard-hitting topics like middle school fashion and iconic Christmas movies.

Boardgames: I own an irresponsibly large collection of board games. Current favorites: *Wingspan*, *Wavelength*, and *Sleeping Gods*.

Fiction: I love my stories. Current favorites: Madeline Miller, Anthony Doerr, and Emily St. John Mandel.

“Triathlete”: I swim, cycle and run, just never on the same day.

Education

Brandcenter at VCU - Richmond, Va. 2022-2024

M.S. in Business (Branding & Strategy), 4.0 GPA.

Graduate Assistant to the Admissions Office (2023-2024)

Sewanee: The University of the South - Sewanee, Tn. 2006-2010

B.A. in English, Economics minor, 3.19 GPA. Fall 2008 studied in London.

Experience

The Episcopal Diocese of Virginia - Richmond, Va. 2010-2022

A liberal, religious nonprofit guiding 179 churches & 20 subsidiary nonprofits.

Learned to research like a monastic, pitch like a preacher, and distill the unique identity of churches that, on paper, all seem pretty similar.

Vocational Development Minister 2014-2022

Translation: Director of Admissions & Leadership Development

Advised 50+ churches in branding processes. Directed the largest ordination process in the Episcopal Church (~100 people enrolled).

Supervised a full-time assistant.

Retail (PacSun) & Camp Counselor (St. George's Camp) 2005-2010

2005-2006, Fairfax, Va. & Summers 2007-2010, Orkney Springs, Va.

Developed an eye for detail, and learned how to foster healthy communities, respectively. Both taught me to think on my feet and right-sized my ego.

Awards & Assorted

Recipient, Merit Scholarship 2022-2024

Chaney Merit Scholarship Fund in Advertising

VCU Merit Scholarship

Board Member, Roslyn Managers Corporation 2022-2024

Sit on 6-person board governing retreat center with \$1.3m budget.

Editor & Writer, The View from the Mountain & Center Aisle 2011-2018

(Summers.) Founded, managed blog about Shrine Mont Camps. Managed the daily opinion journal on the culture/politics of the Episcopal Church.