

## Bil Hood // a creative direction

Make a careful exploration of who you are and the work you have been given, and then sink yourself into that. Each of you must take responsibility for doing the creative best you can with your own life.

- Gal 6.4-5

Any activity becomes creative when the doer cares about doing it right, or better.

- John Updike

---

Helping learners of all types realize new and creative directions for their vocations and ways to shine Gospel light and hope into the communities that they are planted in. Knowing that God will take those new lights from here, to their neighborhoods and maybe even the other side of the world.

The way we communicate this may change with the context, the need for creative communication of hope remains the same..

---

**Objective:** I will use all aspects of the gifts that God has given me to creatively encourage others to share hope. Trusting that this hope will grow in a way that impacts the immediate community and eventually changes the world.

### Work History:

Concordia University, Irvine, CA, **Senior Director of External Relations**  
2013 – present

My current position could be best described as “Off-Campus Pastor” for Concordia University Irvine. CUI needed someone to build a new department on their campus. The Office of External Relations is focused on building relationships locally, regionally, and nationally, through communication of institutional advantages, coordination of assets to be deployed for regional impact, and facilitating convergence of community leaders on campus. These relationships are focused on civic, business, and ministry leaders. Recent efforts including; ConcordiaServes (more than 1,000 students, faculty, and staff sent into the community for a day of service), the Reformation500 event (called “the greatest event in the school’s history” by the then President of the University) and Christmas on PBS (Grew from 6 airings in SoCal to more than 500 airings nationally in its second year). As a result of new relationships that have been established outside of the LCMS through the Office of External Relations, CUI has been adding academic programing to reach this new constituency.

As a part of the University Advancement Department, the Office of External Relations has been committed to raising awareness and contributions, including our recent, more than \$100,000,000, Comprehensive Campaign.

### Contact Info:

Rev. William (Bil) Hood

www.bilhood.com  
bil@bilhood.com

Cell: 206-650-9067  
2383 N Waterberry  
Orange, CA 92865

### Client List:

Alaska Airlines  
Alaska Highway Cruises  
American Bible Society  
Anza  
Anza Foundation  
Arthur Andersen  
AT&T  
Baseball Chapel  
Caffaro's Baking Company  
Camp Brotherhood  
Caribiner International  
Carlson Paving  
Carlton and Associates  
Children's Circle of Care  
Commercial Structures  
Concordia Lutheran School  
Concordia University System  
Concordia University Portland  
CUEnet  
Dilettante Chocolates  
Disney Vacation Club  
Dr. John Trent  
Ed Hume Seeds  
Ehealth and Healing  
Evangel  
Evangelical Lutheran -  
Church in America  
First Nations Bible  
Fit 10  
Flohr Metal Fabricators

Additionally, I am responsible for the Universities Special Events Team. The Special Events Team's mission is to support memorable CUI externally encouraging events with well-organized event logistics that are excellently executed. These events are intended to raise support of the CUI Mission and include the Annual Gala of Stars (regularly raising more than \$500,000 per year), the Eagle Golf Classic (recently grown to include two full fields of golfers), the Women's Faith and Friendship Connection, Concerts on the Green, Pacesetter Donor Recognition events, and much more.

Seattle Lutheran High School, Seattle, WA, **Campus Pastor/Theology Department Chair/Director of Advancement**  
2008 – 2012

Director of Advancement of Seattle Lutheran High School. Seattle Lutheran needed someone to come in and help focus, branding, marketing and alumni relationships during its 30th anniversary. Responsibilities included, event management, brand management, web design/maintenance, fund raising, and PR and marketing.

The Director of Advancement position grew into a position as Campus Pastor and Head of the Theology Department at SLHS. In this role I worked with the teaching staff to implement a new Theology Curriculum, a revitalized Chapel Program, and new initiatives that launched increased service to our community.

Genesis One Design, Seattle, WA, **Producer**  
1996 – 2013

Producer/Director of a wide variety of projects. Skills required included video shooting/editing/directing, web design and management, graphic design and print layout, audio production, budgeting, and project management. Projects included; John L. Scott (new logo design and corporate identity, TV commercial production), Concordia University System (create an online graduate study program), TheGoal.com (initial design and daily site management), Evangelical Lutheran Church of America (event production for national youth gathering), and Arthur Anderson (promotional video production).

Watts/Silverstein and Associates, Seattle, WA, **Producer**  
1991 – 1996

For nearly five years I served as Project Manager and Producer for one of the country's leading meeting management firms. Responsibilities included team management and administration, creative conceptualization, budgeting

Freeman Group  
Fuller Theological Seminary  
Galveston, TX, Visitors Center  
Gary Smalley  
Gary Thomas (author)  
Goldline Marketing  
Grantham  
Graphic Impressions  
Hineni Ministries  
Hinshaw's Honda/Acura  
Holland America Line  
Honky Tonk Sundays  
Hope Lutheran School  
Horizon Airlines  
I\_Dream Software  
ICONtrol, Inc.  
Industry Monitors  
InSpa  
Intel  
Interdev  
Jacobsen House  
John L. Scott Real Estate  
JRB Motion Graphics  
Kenworth Trucks  
KIRO News Radio  
Les Parrot (author)  
Louis Palau Association  
Lund Masonry  
Luther Center For Learning  
Lutheran Association of Missionaries and Pilots US  
Lutheran Bible Institute  
Mallard Pointe  
Microsoft  
Midcom, Inc.  
Mt. Rainier Lutheran High School  
My People International  
Nintendo  
Northwest Marine Trade Association  
OEM Worldwide, Inc.  
Olympic Boat Centers

and on-site event management. From the creation of the initial concepts to budgeting to speaker support, video and stage production and web design, clients required my team to create the best possible show for their audience. Projects included; Disney Vacation Club, Nintendo Consumer Electronics Show, Kenworth Parts and Service Meeting, Intel Product Launches, Microsoft Company Meetings and Product Launches, and Starbucks Shareholders Meetings. While at Watts/Silverstein I helped to launch a digital division while creating initial public web sites for Intel and Nintendo.

### **Other Experience:**

- Director - Western Alliance of Lutheran Secondary Schools (2013-present)
- Commissioner - Council of Christian Colleges and Universities - Evangelism Commission (2022-present)
- Member, Board of Directors - Jesus.net (2020-present)
- Pastoral Advisor - Lutheran Laymen's League SoCal (2019-present)
- Member - Love Irvine - Citywide Community Engagement Team (2020-present)
- Mass Event Director - LCMS National Youth Gathering - Manage and direct a technical team of approximately 200 to execute a nightly stadium event for 25,000 attendees (2019, 2022)
- Member, Board of Directors - Orange Lutheran High School (2014-2020)
- Member of Louis Palau Association's Media Alliance (2006 - 2013)
- Member, Board of Directors - TheGoal.com (2006-present)
- Seminar and workshop leader at Lutheran Educators Conference, Lutheran School Administratio Conference, LCMS National Hispanic Leadership Conference, BestPractices for Ministry, Orange County Lutheran Schools Association, PSD LCMS Principals Conference, PSD LCMS Middle School Youth Gathering, Northwest District LCMS High School Youth Gathering, PSD LCMS All Workers Conference

### **Education:**

- MA in Orginaizational Leadership from Concordia University Irvine, CA
- Ordained Pastor in the Lutheran Church Missouri Synod - Specific Ministry Pastor from Concordia Seminary, St. Louis.
- BA in Communications from the University of Washington, Seattle, WA.
- Professional courses in Advertising, Marketing and Graphic Design.

### **Skills:**

- Tested team leader
- Skilled preacher/public speaker
- Musician/Worship Leader
- Extensive experience in budgeting and project management.
- Proficient: Photoshop, Illustrator, InDesign, Final Cut Pro, Premier, GoLive, Pro Presenter, HTML, DVD Studio Pro, MS Office, spreadsheet, e-mail, Macintosh OS and Windows OS, team management and leadership.

**References on request**

Olympus Press  
Oracle  
PACCAR  
PACCAR Parts  
Palatine Interactive  
Palio  
Pemco Insurance  
Persona, Inc.  
Peterbilt  
Preston, Gates & Ellis  
Princess Tours  
Pro Athletes Outreach  
Puget Sound Automobile  
Dealers Association  
Real Relationships  
Roy Hope Ministries  
Safeco Insurance  
Sam Adams Foundation  
Scott Oki Foundation  
Service master  
Seattle International Auto  
Show  
Seattle International Boat Show  
Seattle Lutheran High School  
Starbuck's  
Sutor and Company  
The Electrode Store  
The Path less Chosen  
TheGoal.com  
United Way  
US West  
Vacations International  
Wall Data  
Washington Family Council  
Washington State Ferries  
Westin Hotels  
Weyerhaeuser  
Wildwood Bed and Breakfast  
William Gates, Jr.  
WithSTONE