

# FORREST BAILEY

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## PROFILE

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Marketing and audience growth strategist with 10+ years of experience helping brands, creators, and media organizations grow audiences, strengthen brand positioning, and expand digital engagement across online platforms. Strengths include storytelling, audience development, and creative marketing across YouTube, TikTok, web, and social platforms.

## Key Achievements

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- Contributed to audience growth strategy supporting a YouTube platform exceeding 400K new subscribers
- Generated 300K+ TikTok views through organic content and audience engagement strategy
- Helped develop and position multiple viral video campaigns exceeding 2M+ views
- Supported brand and marketing initiatives contributing to \$250K+ quarterly product revenue
- Led development of an integrated e-commerce and CRM experience for a national consumer brand

## EXPERIENCE

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### Lightbound Creative

Founder & Creative Strategist

2025-Present

- Lead brand positioning, messaging strategy, and digital direction for businesses, creators, and mission-driven brands
- Develop integrated content and audience growth strategies across web, social, and video platforms
- Partner directly with clients on brand clarity, marketing strategy, and audience engagement initiatives
- Oversee creative direction for brand systems, campaigns, and digital experiences

### FlashPoint | FlashPoint Network

Contract Creative Director

2025-2026

- Built and launched new website and event management platform, integrating CRM, MailChimp, and YouTube
- Designed and implemented print-on-demand workflow and e-commerce fulfillment strategy
- Developed marketing and creative assets for events, merchandise, promotional campaigns, and TV programming
- Supported integrated marketing initiatives across digital content, live events, and audience engagement campaigns

### FlashPoint TV Show

Creative Marketing Consultant

2020-2025

- Collaborated across marketing, product, and operations teams to support brand and revenue growth
- Supported funnel strategy and marketing direction for television network and IPs
- Supported creative for large-scale live events (5K+ attendees) driving brand growth and revenue
- Led YouTube growth strategy resulting in 400K+ subscribers and 8 videos exceeding 2M views
- Collaborated with producers and on-air talent on creative direction and show marketing initiatives

### Lifestyle Christianity

Marketing Coordinator

2018-2020

- Managed all content marketing, event planning, advertising, media development, and paid social ads
- Coordinated the product strategy for online store, conferences, and bookstore
- Increased merchandise revenue to \$250K/quarter through strategic product and event marketing for LCU and LC
- Managed a volunteer team for bookstore

### Enjoy Technology

Expert | Startup Assistant

2016-2018

- Launched a new technology startup across multiple Texas markets, collaborating with HQ and business partners
- Supported partner delivery of technical services and training solutions while assisting in recruiting and training new hires.

### Apple

Expert

2013-2016

- Held diverse roles across Sales, Technical Support, Business Team, Education, and Mentorship programs
- Facilitated team training on operational standards, visual standards, and business practices

## Skills & Tools

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- Core Capabilities: Audience Development, Content Strategy, Creative Marketing, Brand Positioning, Campaign Strategy, Creative Direction
- Digital & Media: YouTube Growth, Short-Form Content Strategy (TikTok), Audience Engagement, Funnel Strategy, E-commerce Marketing
- Tools & Platforms: Adobe Creative Suite, Final Cut Pro, Canva, AI Tools, Asana, Monday.com, Trello