

# CHURCH MARKETING

*Lexi Heiman*

2 0 2 5



# introducing **ME**

Hi, there! My name is Lexi Heiman, and I am passionate about supporting your ministry's digital presence! In many cases, your ministry's digital presence is the first (and possibly the only) experience prospects will have with your church. Let's work together to make it representative of who you are!





# *ministry* **EXPERIENCE**

I've been blessed to serve in a variety of roles in a number of different ministries! Check it out!

## **01 BEAUTIFUL SAVIOR, CINCINNATI**

I grew up at Beautiful Savior Lutheran Church in Cincinnati, Ohio. While in college, I worked as the Pastoral Administrative Assistant and Events Director for Beautiful Savior, and I absolutely loved it!

## **02 MICHIGAN LUTHERAN SEMINARY**

I attended high school at Michigan Lutheran Seminary in Saginaw, Michigan. Theater was my passion, and I also served as class president for all four years. Go Cards!

## **03 MARTIN LUTHER COLLEGE**

I attended Martin Luther College in New Ulm, Minnesota, and graduated at the top of my class with a degree in Early Childhood Education. To God be the glory!

## **04 SALEM**

I taught 4K at Salem Lutheran School in Milwaukee, Wisconsin, for two years before my husband, Xander, received his vicar assignment from Wisconsin Lutheran Seminary.

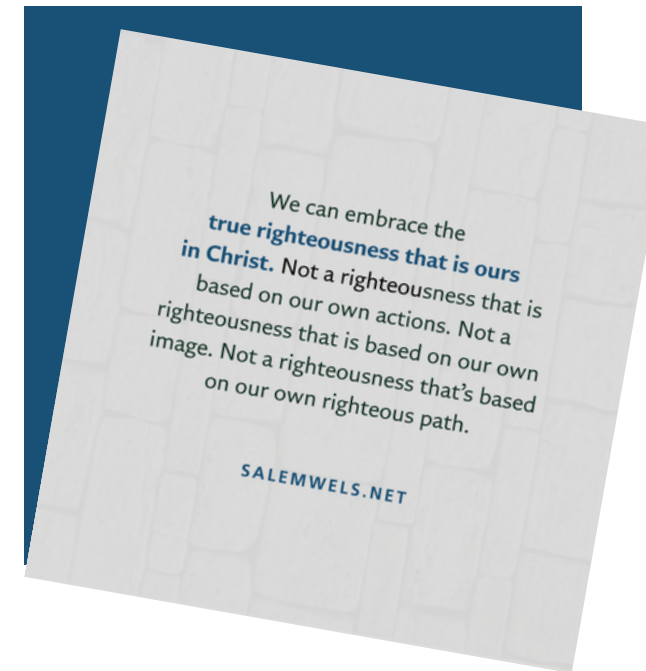
## **05 BEAUTIFUL SAVIOR, COLLEGE STATION**

This past May, my husband received his vicar assignment to Beautiful Savior in College Station, Texas! We will be moving in mid-August!



# marketing SKILLS

I've experienced church marketing from all angles--as an educator, as an office administrator, and as a consumer! Check out my portfolio to see more!



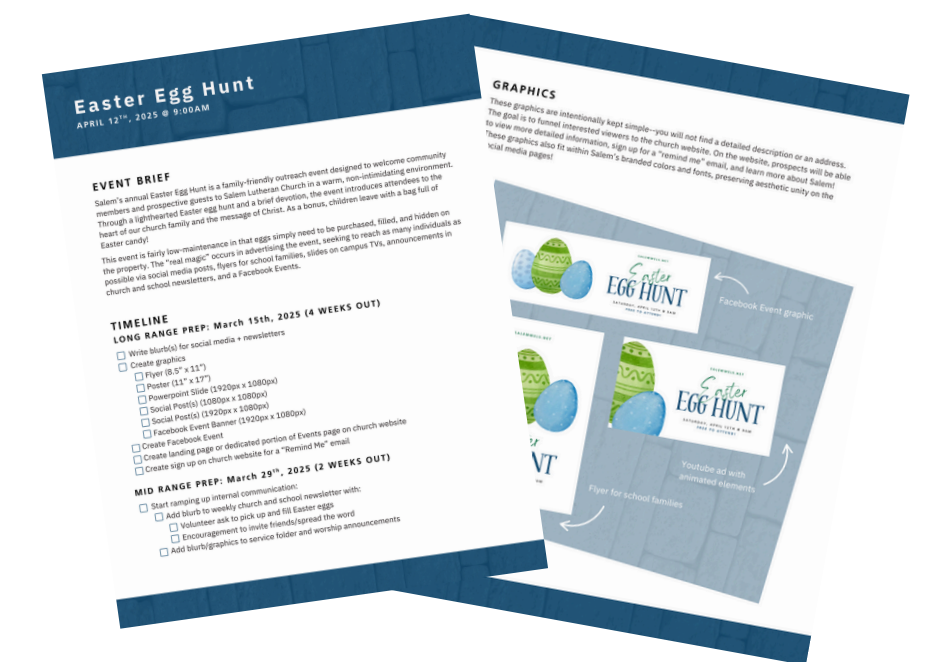
SOCIAL MEDIA



SERMON EDITING



EMAIL MARKETING



EVENT PROMOTION

# *work* **EXPERIENCE**

I have experience in a variety of platforms to best meet the needs of your ministry!



# marketing PORTFOLIO

Take a peek at some of my portfolio work from Grace Ungemach's 6-week Training Course! I completed all my portfolio work for Salem Lutheran Church in Milwaukee, Wisconsin.



01

## Social Media

Create a cohesive and consistent social media presence!

02

## Email Marketing

Share important information with stakeholders and reach out to prospects!

03

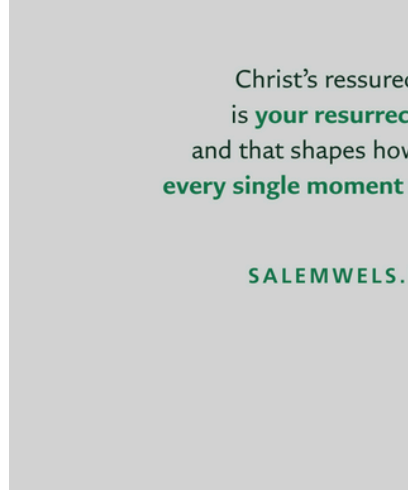
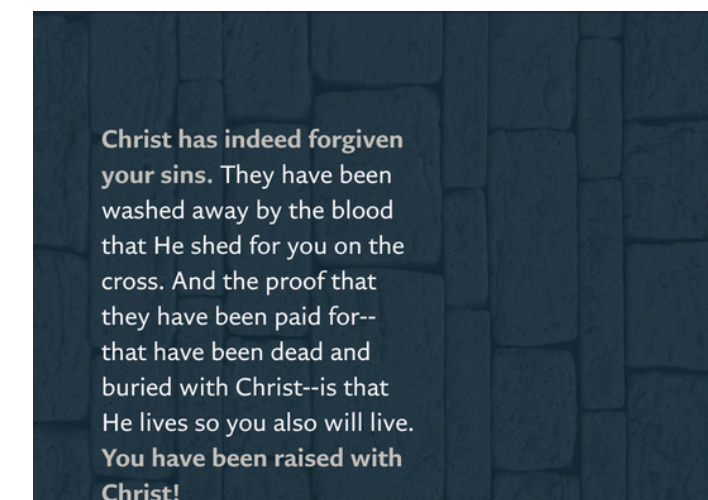
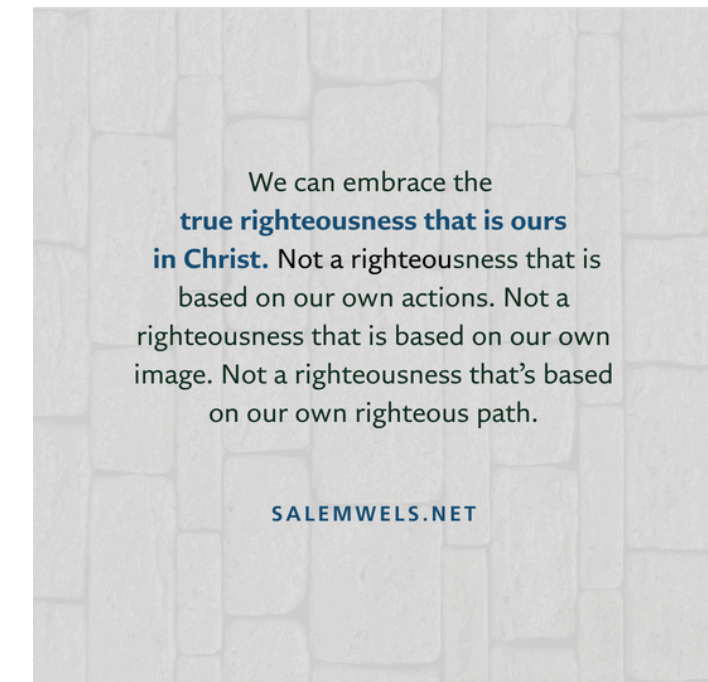
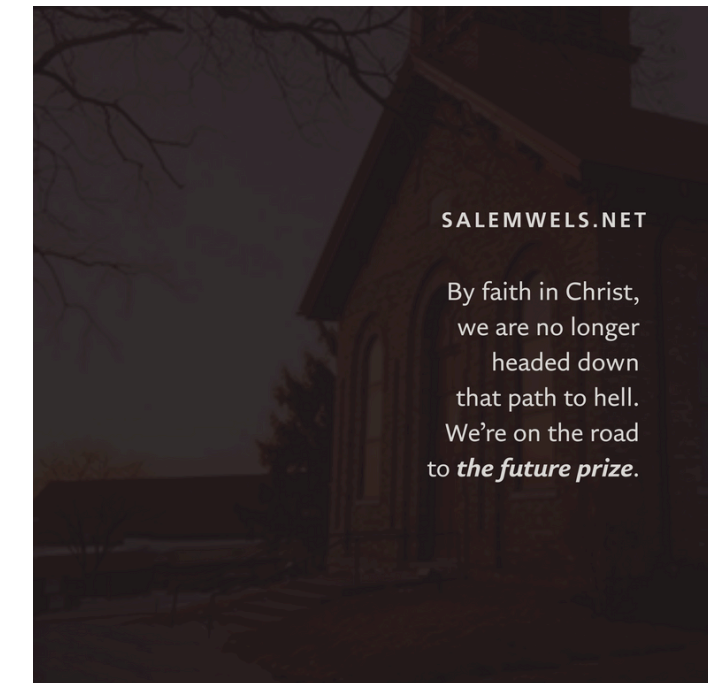
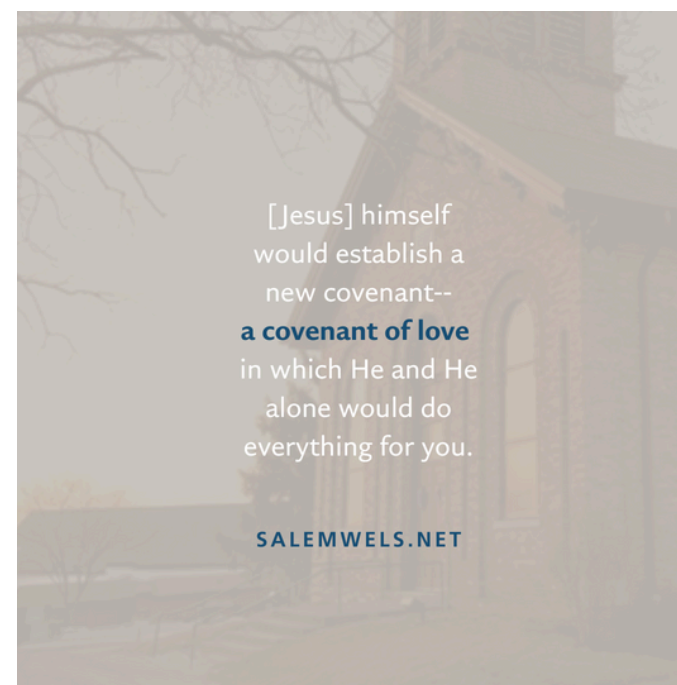
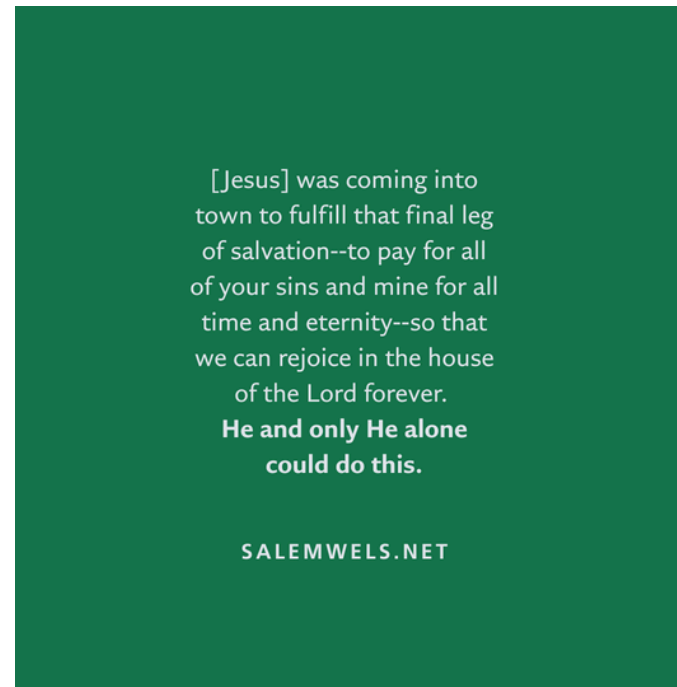
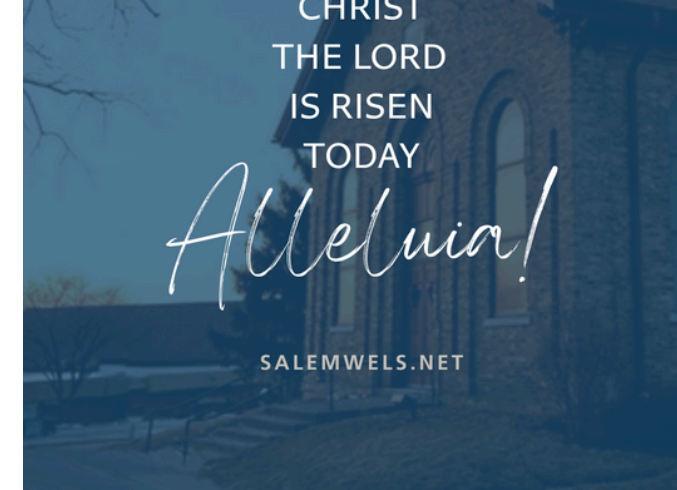
## Sermon Editing

Streamline the process to view your ministry's sermons online!



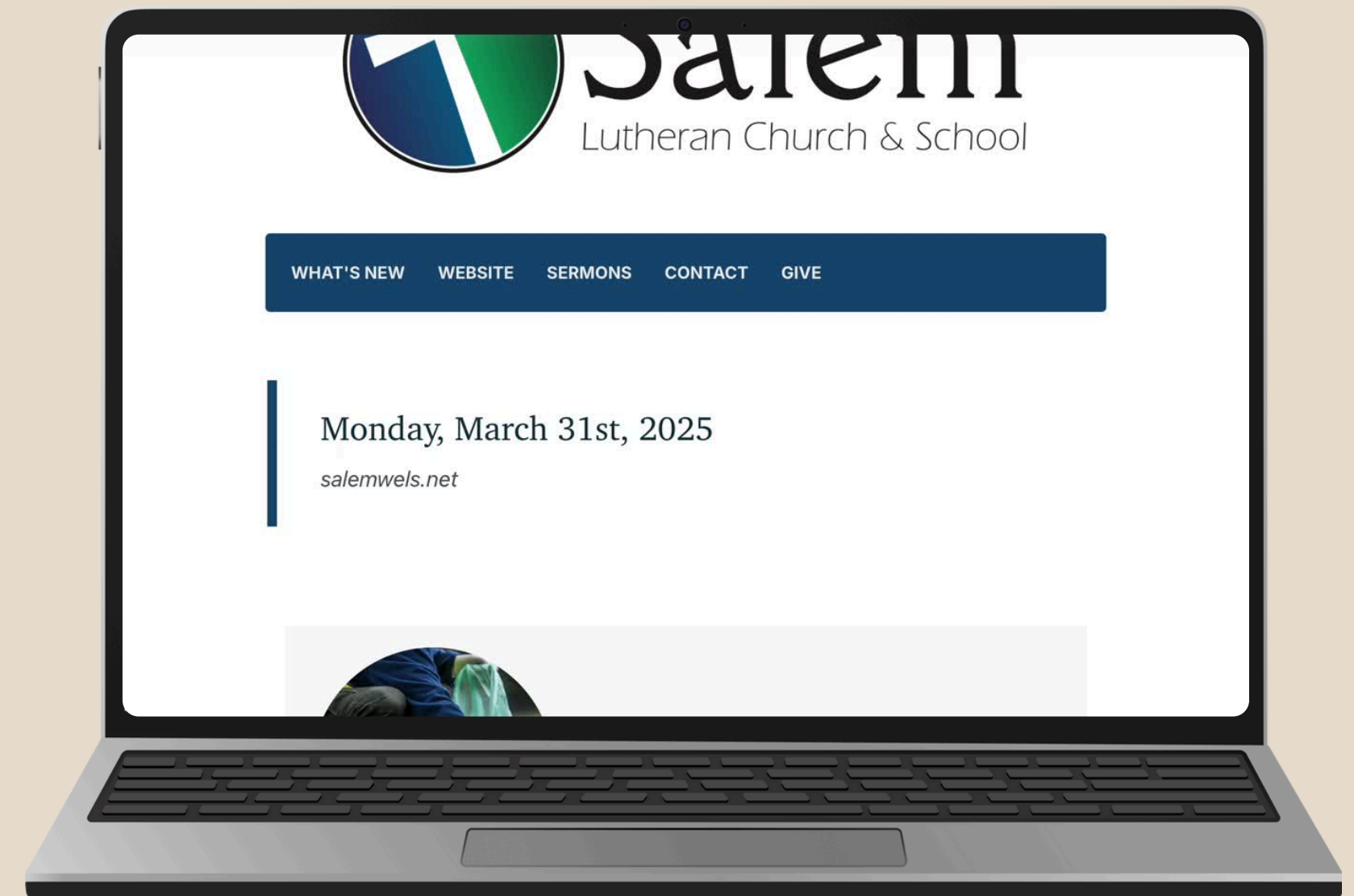
# social MEDIA

Salem Lutheran Church is one of the oldest congregations in the Wisconsin Evangelical Lutheran Synod (WELS)! Social media posts incorporate the classic elements of the landmark church as well as a cohesive design for brand unity!



# Email MARKETING

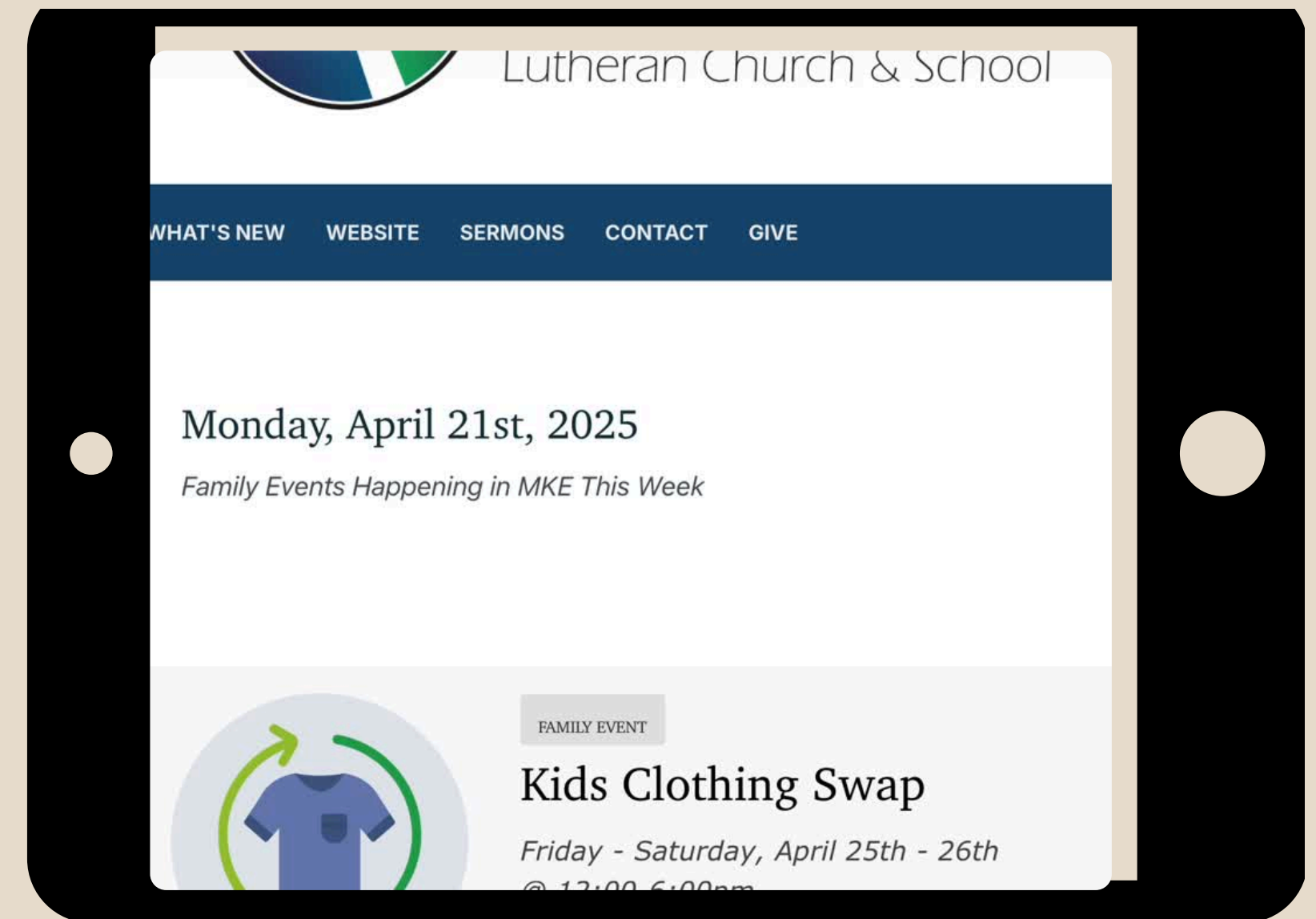
The Weekly Church Newsletter streamlines information by highlighting five featured items with quick links to other important items such as the church calendar, prayer lists, and offerings.





# Email MARKETING

The Weekly Lead Magnet invites prospects to worship in a noninvasive way. The email provides information or activities to subscribers (i.e. a weekly devotional, a kids activity, or conversation cards). For Salem's lead magnet, subscribers receive a list of three activities happening in the community each week! They also receive an invitation to worship at the bottom of the email.



# *Sermon* **EDITING**

Sermon editing includes an introduction and closing page for viewers on Youtube and Spotify. It also includes “bite-size” clips for Instagram Reels or Youtube Shorts!



# additional PROJECTS

I'd love to help you brainstorm and plan your next event! Together, we will create a media campaign, run ads, and attract attention to your event!





*i'd love to work*  
**WITH YOU**

Let's make your ministry's digital presence  
aligned with your mission!

**CONTACT ME**

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