

Accomplished Marketing Director, team leader, and innovator seeking an in-house role

QUALIFICATIONS

Strategic planning

Builds cross-team strategies that create clear roadmaps with purpose, timelines, action plans, accountability, and disciplined monitoring

Proven record

Long record of revenue growth, pipeline lead generation, brand development, product management, content development, accountability, deadlines met, proactivity, collaboration, and process improvement

Team builder & manager

History of recruiting, developing and managing amazing individuals and teams

Decisive leader

Gathers relevant information to make thoughtful, timely, and effective decisions; Confronts issues head-on

Effective communicator

Strong communication skills – both written and verbal; Works collaboratively with employees at all levels and in all departments, clear and persuasive presenter

Diverse Experience

Demonstrated success in B2B, B2C, start-up, enterprise, global, in-house, and agency environments.

PROFESSIONAL EXPERIENCE

PadSplit | Atlanta, GA | 8/22 – Present

Director of Content & Brand – Crafted brand story and built creative department.

- ✓ *Creating host and member, prospect and active, communication flows and assets*
- ✓ *Wrote and directed new video, website, sales, landing page, and editorial content*
- ✓ *Developed field marketing assets for sales teams: Case studies, master deck, etc.*

The Marketing Practice | Seattle, WA | 7/20 – 3/22

Principal Creative & Strategy Director – Hired to save agency's largest global client – ServiceNow. Rebuilt trusted stakeholder relationship. Streamlined processes.

- ✓ *Recorded largest revenue month in agency history (Oct 2020)*
- ✓ *Won 3-year RFP Agency-of-Record contract with ServiceNow*
- ✓ *Lead ABM B2B account strategy, workshops, and creative execution*
- ✓ *Partnered with stakeholders from ABM, Field Marketing, and Partner Marketing*

Assurance | Seattle, WA | 11/18 – 5/20

Marketing Director / Creative Director – Brought on to build agency recruitment department and produce creative for company sale (largest FinTech exit in history).

- ✓ *Wrote and prepared sales pitch materials for \$2.35 billion Prudential acquisition*
- ✓ *Built and optimized agent recruitment, conversion, and retention funnel – automating journey and attracting 5,000+ new agents to platform*
- ✓ *Wrote all email, video scripts, social posts, landing page copy, and public responses*

Think Again | Seattle, WA | 9/15 – 11/18

Marketing Strategy / Copywriting – Provided marketing, creative, brand, competitive analysis, and management guidance for startup and Fortune 500 companies.

- ✓ *Dell: Produced competitive content analysis for Apex brand*
- ✓ *Anthem: Conducted user testing and research for new internal portal*
- ✓ *Atavus: Launched Tacklytics football data product, directed UX experience*

Oracle / Responsys (acquired by Oracle) | Seattle, WA | 3/12 – 9/15

Creative Director – Saved and expanded Verizon relationship, provided marketing, creative, and strategy leadership, and expanded creative team.

- ✓ *Owned Verizon relationship: tripled client revenue; became the largest client in the company; conceived and built first customer loyalty program; created and executed entire B2C and B2B lifecycle email programs (66 million customers)*
- ✓ *Hired and managed team of writers, designers, and coders from 20 to 45 members*
- ✓ *Conceived content strategy and creative execution for dozens of clients*

Gamehouse / Real Networks | Seattle, WA | 4/09 – 3/10

Product Marketing Manager – Responsible for superb website user experience.

- ✓ *Created UX leading voluntary migration of realarcade.com customers to gamehouse.com (97% voluntarily moved their accounts – goal was 90%)*

Capital Newspapers / madison.com | Madison, WI | 2/97 – 8/07

Head of Marketing – Youngest member of publisher executive team.

- ✓ *Founded madison.com, wrote business plan, brand platform, marketing, and revenue (\$10MM) strategy – made it the #1 newspaper website in the US*
- ✓ *Responsible for market research, strategy, PR, brand, sales training, creative*
- ✓ *Won 24 international and national creative and innovation awards*

TESTIMONIALS

“Jon is a different kind of leader. He empowers and trusts his team members to make the right decisions. We never settled for “just good enough.” With Jon, there is no ego. He can be told his idea is wrong, and he will help adapt and evolve the right solution.” – Michael Ryan Wilson, Art Director

“Jon is a smart, innovative, and creative thought leader. He worked diligently to drive much of the strategic and creative direction for Verizon’s lifecycle campaigns.” – Patti Rutkin, Verizon (Client)

“Jon is fearless. He took a team with struggling morale and turned them into the team that everybody wanted to be a part of. Jon saw my potential and wouldn’t let me slide.” – Tanya Johnson, Art Director

“Jon does not settle for safe, predictable answers and solutions, just for the sake of pleasing superiors. He’s bold and pushes creative boundaries. He’s a curator, a skilled orchestrator of everything marketing, brand, & storytelling. A high performer, with an ability to deliver high output at a freaky-fast rate.” – Jakub Kubicka, Growth Marketing Consultant

ADDITIONAL EXPERIENCE

- *Nothing Ruins Youth Sports Like Adults*, Author
- PC World Magazine, Market Research Manager
- Corbis, Customer Lifecycle Manager (CRM)
- St. Louis Cardinals Baseball Club, Public Relations Intern
- Single-handedly stopped a robbery

VOLUNTEERING

- Shorecrest Girl’s Varsity Basketball Coach, 2017-2020
- Shoreline School District DECA advisory board – 2016-2020, 2023
- Founder and Coach of youth Ultimate Frisbee program, Shoreline, WA, 2014-2017
- Shorecrest Girl’s Basketball Feeder Organization President, 2012–2017
- Shoreline Sports Foundation Marketing Director, 2014–2017
- Meadowbrook Community Center Track Coach, 2010-2012
- Founded MAUL (Madison’s Alternative Ultimate League), Madison, WI, 1998–2008

AWARDS

- ADDY Awards: 19 National, 40 Local, and One “Best in Show” Award
- International Newspaper Marketing Awards: 5 innovation and creative awards
- The Marketing Practice Team Sherpa Award for ServiceNow, 2020
- Time Magazine Person of the Year, 2006

SKILLS

Marketing: ABM, analytical, brand development, budget management, campaign development, copywriting, creative development and execution, customer acquisition funnel optimization, content marketing, data-informed, demand generation, email marketing, lifecycle marketing programs, experimental, innovative, marketing operations, goal / KPI setting and exceeding, qualitative and quantitative market research, recruiting, SEO / SEM, storytelling, strategic planning

Software/tools: AdWords, Bing Ads, CMS tools, Confluence, Facebook Ads, Google Analytics, InVision, Jira, MailChimp, Marketing Automation Tools (HubSpot, Salesforce Marketing Cloud, Oracle Marketing Cloud, Marketo), MS Office, SaaS tools, Slack, Smartsheets, Survey Monkey, Synergist, Tableau, Trello

EDUCATION

Bachelor of Arts: Advertising & Political Science, minor in Public Relations
University of Wisconsin-Madison, WI / Warwick University, Coventry, England