

cat-a-lyst - an agent that provokes or speeds significant change or action.

**Jonathan
Blaine**

www.jonathanblaine.com



"The new marketing materials and streamlined business and customer care systems he developed and implemented helped Golden Key beat its budgeted membership goals!"
- Alex Perwich, CEO





18% direct marketing response and locked in \$3 million in annual at-risk revenues.


COMCAST

More than doubled direct sales performance.
Exceeded budgeted gains across all managed product lines.
"Jonathan has a thorough understanding of marketing and media placement, and embraces various marketing strategies... And has shown the ability to change marketing directions very quickly." - annual performance review.

"Jonathan is a visionary with all the necessary tools needed to transform a vision into a logical and detailed action plan. I recommend him to any organization needing a leader who is not afraid to lead." - Melanie Jones, Director New Business Development, dDirect

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OBJECTIVE

To significantly increase shareholder value by implementing cost-effective audience-targeted marketing communications and sales strategies.

PROFILE

Solutions-focused leader. Integrated marketing evangelist and diplomatic change manager. Proven Fortune 100, non-profit, consumer and B2B marketing and sales results.

How:

- Discover what customers want.
- Drive branding, strategy, tactics, tracking, ROI.
- Act hands-on where necessary.
- Leverage significant professional network and extensive business expertise.

Examples:

- Over \$1,200,000 lift in Golden Key core product year to year revenues in 2008 at the height of the recession following a years-long decline – a 22% increase – while decreasing annual related costs by over \$500,000.
- At Suddenlink, streamlined pricing, campaigns and offerings to aggressively win and retain more customers from very strong, deep pocketed competitors.

CAREER DRIVER

Inspiring and leading teams to develop breakthrough campaigns, which increases customer demand and adds significantly to the bottom line.

SPECIAL SKILLS

My experience has honed the following development know-how:

- Execution - regularly delivering to fixed time schedules against all odds.
- Experimentation - relentless and effective testing to determine the best tactics.
- Expressive clarity - strategic development plans.
- Management - optimizing people and finances to meet objectives.
- Strategic Alliances - seeking out the best vendors for a particular promotion.
- Budget maximization - for effective use of finite resources.
- Leadership - of centralized and decentralized teams ranging from 5 - 25 people across regions and internationally.

EMPLOYMENT HISTORY

Direct MarCom	2009-Present
Private strategic marketing consulting of integrated Marketing Communications that drive results	
Golden Key International Honour Society	2008
Vice President Marketing / Chief Marketing Officer	
Comcast Corporation	2006-2007
Marketing Director	
Cequel III (dba Suddenlink Communications)	2004-2005
Marketing Director, Atlantic Division	
MarCom Resources	2001-2004
Director, Marketing Communications	
Verizon Wireless	2000-2001
Project Manager - Retention and Loyalty	
Insight Communications	1996-1999
Regional Marketing Manager	

MBA Strategy & Management
Bachelor of Science Marketing Management



WESTERN
GOVERNORS
UNIVERSITY