

*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*

 416-639-0925

 404-425-9844

jonathan@jonathanblaine.com

## 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