

JONATHAN BLAINE

MBA MANAGEMENT & B. SC. MARKETING

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SOLUTIONS-FOCUSED LEADER

STRATEGY - BRANDING - INTEGRATED MARKETING - COMMUNICATIONS - E-MARKETING

Resourceful business leader, direct and integrated marketing evangelist and change manager. Significantly increases revenues by implementing cost-effective audience-targeted marketing communications and sales strategies. Led co-marketing campaigns with major corporate partners including Citibank, Oracle and GEICO. Satisfied with nothing less than exemplary results using powerful traditional and new media elements including:

- CRM-driven direct and integrated marketing
- corporate communications
- website content / SEO / SEM / mobile
- customer segmentation
- mass media, social media and online advertising
- marketing sciences / analytics / research
- acquisition / retention
- digital marketing
- business development / lead generation
- inbound / outbound
- brand management
- effective copywriting

PROFESSIONAL EXPERIENCE

**Direct MarCom / uStrategic
Director**

11/2008 - Present
Atlanta GA

Marketing Agency: Communications, direct and integrated marketing, advertising, social media, change management, and marketing and business plans for small to medium sized business clients.

- Provided strategic direct marketing launch plan for B2B software company's new application designed to streamline and track social services organizations' client expenses.
- **Developed direct marketing systems** to drive increased retail foot traffic to retail chain of car sales stores.
- Worked with national satellite television company's customer service vendor to **considerably increase upsells and bundling** of ancillary products on inbound calls.
- **Created and consulted** on cost-effective direct and integrated marketing campaign for Canadian bank's credit card offerings.
- Consulted with major Washington DC hospital on its **strategic service line marketing development**, print and broadcast advertising, sales literature, direct mail and sales promotion materials, electronic communications; business-to-business as well as physician-to-physician referral development, communications and publications, and media relations.
- **Developed comprehensive marketing program** for Hispanic music festival; increased revenue per visitor 12%. Increased corporate event sponsorship revenues 325% from the prior year. Acquired new mineable database for future events and sponsors' offers.

**Golden Key International Honour Society
Chief Marketing Officer / VP Marketing, Member Services & Operations**

10/2007 – 10/2008
Atlanta GA

1.8 million member global nonprofit operating on 4 continents at 330 of the world's premier universities including 18 across Canada. Organization's prior years' annual membership levels were spiraling downwards, while acquisition costs were increasing, in a very lean resource-challenged operation. Direction of all global marketing, member services, fulfillment and communications activity.

- Advised CEO how to transform the organization into a flexible, customer-centric, value driven and delivering operation.
- Replaced all underperforming marketing programs and materials with tried and true direct and integrated communications and marketing methods.
- Established historically accurate benchmarks for budgeting and campaign development.
- Launched new website with SEO/SEM-driven copy and prospect-specific landing pages.
- Integral part of senior corporate team integrating Microsoft Dynamics CRM into marketing operations.
- Implemented multivariate testing methods to quickly determine cost-effective control marketing elements.

- Incorporated Google Analytics to better track inquiries, abandonment, sources.
- Redesigned all US / Canada MarCom and customer service programs that directly resulted in dramatically increased sales, better branding, higher excellence of member care, and 25% better cost effectiveness. Former CEO is a reference.
- **Reduced marketing and production costs by 40% (\$500,000)** while vastly increasing communications quality. Scientifically tested programs and sourced vendors who were industry leaders. Instituted extensive and intensive response-tracking systems.
- **Grew sales by 22% in one year at dramatically lowered costs**, even under difficult worldwide economic conditions. **An increase of over \$1,200,000 year over year.**

Comcast Corporation
Marketing Director

04/2006 – 05/2007
Mobile AL

The US' largest broadband provider. Management of all regional direct marketing, advertising and direct sales. Directly managed 4 marketing coordinators / analysts as well as direct sales teams.

- Retooled and re-energized the direct sales program with a much more comprehensive strategy and institution of innovative revenue-per-sale pay scale.
- **More than doubled direct sales performance** and increased multi-product sales by 25% in both the consumer and B2B segments.
- **Exceeded budgeted gains across all managed product lines.**
- **Introduced and improved tracking and performance** of marketing campaigns. Tested different direct marketing elements to determine best ROI.

SuddenLink Communications (Cequel III), Atlantic Division
Director of Marketing

11/2004 – 12/2005
Louisville KY

Suburban and rural cable broadband provider. Controlled all marketing activity, budgeting and P&L for Atlantic Division encompassing 8 eastern and Midwestern states, stretching from Missouri to Maryland.

- Increased product penetration levels and customer loyalty.
- **More than doubled product segment revenues** in one year and maximized revenues.
- **Saved 10% of region's campaign budget** and 20% of direct marketing costs while increasing sales.
- **200% increase** in cost-effectiveness of direct mail campaigns by testing and introducing direct marketing industry standard methods to the marketing mix.

MarCom Resources Agency
Director, Marketing Communications

07/2001 – 11/2004
Nashville TN

Marketing planning for small to mid-sized businesses. Consulted on current and future marketing practices, recommended critical paths, created, outsourced and managed marketing campaigns and projects.

Additional Marketing Experience

- Verizon Wireless; Project Manager Retention & Loyalty
- Marketing Director, Insight Communications
- Marketing Coordinator, Calgary Cable tv/fm (now Shaw Communications)

MARKETING TECHNOLOGY

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| • Marketo | • Microsoft Dynamics | • HubSpot |
| • Salesforce | • Google Analytics | • Oracle Marketing Cloud |

EDUCATION

MBA Management & Strategy – Western Governors University (www.wgu.edu) – 2012
Bachelor of Science - Marketing Management – Western Governors University – 2009