

JONATHAN BLAINE

MBA MANAGEMENT, B. SC. MARKETING

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SOLUTIONS-FOCUSED BUSINESS & MARKETING MANAGEMENT

STRATEGY - BRANDING - DIRECT & INTEGRATED MARKETING - 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 Best Buy, Scotiabank, 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

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 new application designed to streamline and track social services organizations' client expenses.
- **Developed direct marketing systems** to drive increased retail foot traffic to major US nationwide vehicle retailer.
- Worked with satellite TV provider'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 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 Marketing Group's Atlanta 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 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

- Marketing Coordinator, Calgary Cable tv/fm (now Shaw Communications)

MARKETING TECHNOLOGY

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| <ul style="list-style-type: none"> • Marketo • Salesforce | <ul style="list-style-type: none"> • Microsoft Dynamics • Google Analytics | <ul style="list-style-type: none"> • HubSpot • Oracle Marketing Cloud |
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EDUCATION

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

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TESTIMONIALS

Former immediate supervisor / CEO @ Golden Key International Honour Society
President, Enactus United States, Lt. Col. US Army (ret.), Harvard MBA
Atlanta

“Despite significant institutional resistance, both internal and external, Jonathan was instrumental in helping me transform Golden Key’s marketing and customer support operations from a status quo, highly bureaucratic, process-centric, inflexible nature to a flexible, customer-centric, value driven and delivering operation. The new marketing materials and streamlined business and customer care systems he developed and implemented helped Golden Key beat its budgeted membership goals!”

Former colleague @ Calgary Cable TV/FM
Real Estate Professional
Calgary

Commercial Contract Manager (retired) @ Shaw Communications

“Jonathan is one of the most talented people I’ve had the pleasure of working with and has an amazing ability to get marketing results. He is a creative writer, and has a good eye for successful copy and design, as well as the bottom line, which is not always easy for a creative marketer. He’s also very diplomatic and knows what it takes for organizations to bring in and keep customers. He is truly an amazing resource.”

Business Development
CORT Workplace
Atlanta

“Jonathan is a marketing visionary with all the necessary tools needed to transform a vision into a logical and detailed action plan. His action plans always provide for measurable results, which is key in direct marketing campaign management. Jonathan rolls up his sleeves in working with staff, management and business partners. Working with Jonathan I’ve witnessed his efforts to actualize drastic strategic and creative changes to turn things around within an organization. He understands the critical elements of testing and projects his ideas with expert logical marketing reasoning. Good guy with positive attitude. I recommend Jonathan to any organization needing a leader who is not afraid to lead.”

Partner, Maintrax Business Analytics
Plymouth, MN

“I’ve worked with Jonathan on marketing campaigns both as his creative and marketing analytics vendor many times over the years. He instinctively knows what actionable marketing strategies will work and strongly believes in marketing science as a key to measurable success. Jonathan understands his customers, takes a long view on the impacts of marketing to the bottom line as well as front-end immediate response, and takes great pains to ensure the details are just right. I greatly value his opinion and insights into the industries we target.”