

JONATHAN BLAINE

MBA MANAGEMENT & B. SC. MARKETING FROM ONE OF US NEWS' "AMERICA'S BEST COLLEGES"

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TRANSFORMATIONAL LEADER EXCEEDING EXPECTATIONS

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

Solutions-focused resourceful business leader, integrated marketing evangelist and change manager. Significantly increases revenues by implementing cost-effective audience-targeted marketing communications and sales strategies. Satisfied with nothing less than exemplary results using traditional and new media elements including: powerful CRM-driven direct and integrated marketing, lead generation, mass media advertising, digital, website content, telemarketing, SEO/SEM, corporate communications, public and media relations, branding, marketing sciences / analytics, research, and more.

Growth-minded, hands-on, customer-centric ROI-driven Marketing Executive with proven consumer and B2B marketing skills. Strong strategic, financial, tactical, guerilla marketing and creative capabilities. Numerous leadership and marketing management successes. Track record of driving sales via numerous channels and effectively managing diverse departments and multi-functional teams in Fortune 100, private equity and non-profit organizations.

PROFESSIONAL HISTORY

Director, Integrated Marketing
Direct MarCom LLC (www.direct-marcom.com)

10/2008 - Present
McLean VA

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

- **Significantly increased retail client's qualified-buyer web traffic** – more than 10x – through cost-effective and targeted search engine marketing and optimization, including #1 on Google for numerous product queries in a very competitive market. Client comment: *"This is very exciting! I know you have put a lot of work into this and I appreciate it very much! Finally, we are seeing some results!"*
- Developed comprehensive marketing program for client's 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.

Vice President and Chief Marketing Officer
Change Management Consultant
Golden Key International Honour Society (www.goldenkey.org)

1/2008 - 10/2008
10/2007 - 01/2008
Atlanta GA

1.8 million member global nonprofit operating on 4 continents at 330 of the world's premier universities. Direction of all global marketing, member services, fulfillment and communications activity.

- As change management consultant, informed CEO how to transform the organization into a flexible, customer-centric, value driven and delivering operation.
- 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.
- Replaced all marketing programs and materials with tried and true communications and marketing methods within 6 months. **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.**

Marketing Director
Comcast Corporation (www.comcast.com)

2006 - 2007
Mobile AL

Management of all marketing and advertising. Directly managed 4 marketing coordinators / analysts, as well as consumer and B2B direct sales teams.

- Retooled and re-energized the direct sales program with a “back to basics” approach 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.
- Redesigned advertising and direct marketing campaign schedules and channels that resulted in increased cost-effectiveness and marketing message repetition.
- **Exceeded budgeted gains across all managed product lines.**
- **Introduced and improved tracking and performance** of marketing campaigns by using in-house and cost-effective external resources; company then able to better target offers to specific customers. Tested different direct marketing elements to determine best ROI.
- **Significantly increased cost effectiveness.**

Director of Marketing
SuddenLink Communications (Cequel III), Atlantic Region (www.suddenlink.com)

2004 - 2005
Louisville KY

Controlled all marketing activity, budgeting and P&L for Atlantic region throughout 8 eastern and Midwestern states, stretching from Missouri to Maryland.

- Successfully launched and re-launched products and price points in numerous and varied markets; **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 mail costs by optimizing mailing database and eliminating non-deliverable mail.
- **200% increase** in cost-effectiveness of direct mail campaigns by testing and introducing direct marketing industry standard methods to the marketing mix.

Director, Marketing Communications
MarCom Resources Agency

2001 - 2004
Nashville TN

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

Previously:

- Project Manager, Customer Retention and Loyalty at Verizon Wireless
- Marketing Management positions at Insight Communications and Charter Communications
- Marketing Coordinator at Calgary Cable tv/fm (now Shaw Communications)

AFFILIATIONS

Direct Marketing Association
American Marketing Association
CTAM - Cable & Telecommunications Association for Marketing: 1994 - 2005

EDUCATION

MBA Management & Strategy – Western Governors University (www.wgu.edu) – 2012
Certified MBA – International Certification Institute, Greensboro NC (www.certifiedmba.com) – 2010
Bachelor of Science - Marketing Management – Western Governors University – 2009
Television and Radio Broadcasting – H. B. Beal, Honors graduate, London, Ontario