

---

## WORK EXPERIENCE

### Internet Marketing Manager

Quadrant Homes, Bellevue, WA

May 2009 - Present

Manage all things internet marketing from the CMS to the SEM (all while focusing on ROI). Frequent educator and presenter to the company on behalf of the marketing group.

- Strategize, create and manage all internet marketing communication and design.
- Created and maintain a successful social media presence (Over 3,000 fans and followers) resulting in confirmed sales.
- Streamline existing systems such as CRM, lead generation and management, post-purchase surveying, XML home listings and more.
- Guide in the creation of other company ventures such as Friends of Quadrant Homes.
- Manage SEO, SEM and online display advertising, e-mail marketing, mobile web.
- Manage vendor partners, consultants and freelancers including leading conference calls

### Founder

Skilight Interactive, Seattle, WA

July 2007 - Present

Serve as marketing consultant for small to medium-sized businesses. Branding, internet marketing strategies, website design and implementation are areas of focus.

- Clients include: 4Site Interactive, Community Care of West Virginia, Dimensional Building Consultants, MedCare Express Urgent Care, MedExpress Urgent Care, Morgantown Brewing Company, Patient Care Communications, Trinity | ERD, WES Construction, Inc.

### Internet Marketing Manager

MedExpress Urgent Care, Morgantown, WV

Dec 2004 – Mar 2010

- Built the internet marketing presence for the nation's fastest growing walk-in clinics.
- Created complete visual branding working directly with VP of Marketing.
- Lead the development of two website generations (2004-2007, 2007-2010).
- Managed freelancers and provided creative direction.
- Managed and strategized pay-per-click advertising.
- Created and educated employees on how to grow the MedExpress social media presence.

### Graphic Designer

The Creative Group, Seattle, WA

June 2008 – June 2009

- Conceptualization and design for Microsoft's Windows Mobile Brand Handbook.
- Served as production artist for Microsoft's Central Marketing Group's Intranet redesign.
- Worked with fast-paced Seattle design agencies such as Blankslate Creative + Marketing, Silver Fox Productions and VML / Wunderman.

### Internet Marketing Manager

OakTree Solutions, Reston, VA

Dec 2007 – Feb 2009

- Planned, created and maintained all aspects of internet marketing.
- This included pay-per-click advertising, SEO, e-mail marketing and web design.
- Functioned as lead designer for e-mail marketing and website.
- Strategized e-mailings to potential and current clients.
- Monitored analytics related to the website and e-mailings.

# Jonathan Rundle

206-658-3707  
jonathan@skilight.com

## Marketing Coordinator / Graphic Designer

Trinity | ERD, Seattle, WA

June 2006 – July 2007

- Rebranded company, provided direction during branding change.
- Responsible for the design and creative direction of all creative materials.
- Prepared corporate presentations and animations, including video editing.
- Started the industry-recognized newsletter "Pushing the Envelope," which boasts an extremely high open and click-through rate while maintaining very low list attrition.
- Acquired clients via promotional activities (web, print, advertising, pr, events, etc).
- Coordinated, proofed and delivered requests for proposals. Lead public outreach through charity and community partnerships.

## Web Developer

Cascade Bank, Everett, WA,

July 2005 – June 2006

- Redesigned website and intranet to update branding, add functionality and improve UX.
- Created new methods to display product performance on intranet.
- Fulfilled marketing requests for all branches.
- Ensured consistency across communications.
- Assisted in marketing decisions, event planning and creative direction.
- Created presentations and publications for shareholder events.

## Web Developer

Nat'l Alt. Fuels Training Consortium, Morgantown, WV

April 2004 – July 2005

---

## EDUCATION

### MS, Integrated Marketing Communications

2005 – 2007

West Virginia University

### BS, Commercial Design

2000 – 2004

### AS, Electronic Publishing

Fairmont State University

*Magna Cum Laude*

- Governor's School for the Arts Scholarship
- Visual Art Student of the Year 2002-2003 and 2003-2004
- Graphics Technology Student of the Year 2002-2003
- Epison Pi Tau, Phi Theta Kappa Honoraries

### Certificate of Business Administration

2011

University of Washington, Michael G. Foster School of Business

---

## SKILLS

Adobe Creative Suite, MS office, HTML, CSS, XML, Familiar with PHP, jQuery. various e-mail marketing software including Lyris, Fluent with Content Management Systems, Proven social media community builder, passionate about web analytics. Intensely interested in new technologies and their potential marketing implementations.