

# Jonathan Rundle

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## EXPERIENCE

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06.2009 – Present, **Quadrant Homes** – Bellevue, WA

*Internet Marketing Manager* | w: <http://www.quadranthomes.com>

- Spearheaded Lose The Rent campaign creative direction and managed the Renter Revolution YouTube video contest and associated guerilla marketing campaign.
- Created a successful social media presence resulting in many confirmed sales.
- Strategize, manage and design all e-mail marketing communication.
- Streamlined event management processes by utilizing new technologies and training employees on the new systems.
- Manage SEO and SEM and online display advertising.
- Created microsites for multiple marketing campaigns.

7.2007 – Present, **Skilight Interactive** - Seattle, WA

*Founder* | w: <http://www.skilight.com>

- Responsible for client acquisition, budget management, setting and meeting timelines, and the ultimate success of all projects.
- Coordinate deliverables with vendors on behalf of clients.
- Determine marketing plans, educate clients on MarCom management and metrics.
- Various technical duties such as setting up hosting and email accounts / access.
- Manage freelancers on multiple projects, manage client relationships.

12.2004 – Present, **MedExpress Urgent Care** - Morgantown, WV

*Designer / Internet Marketing Manager* | w: <http://www.greatcarefast.com>

- Complete visual branding of healthcare group and determined all creative direction.
- Lead the development of two website generations.
- Utilize PHP-based applications for dynamic, database-driven areas of the site.
- Manage freelancers and provide creative direction.
- Determine areas for new opportunities and assist in business development.
- Prepare newly-acquired clinics for company integration.
- Manage SEM and social media marketing campaigns.

06.2008 – 06.2009, **The Creative Group** – Seattle, WA

*Freelance Graphic Designer*

- Conceptualization and design for Microsoft's Windows Mobile Brand Handbook and for the Microsoft Central Marketing Group Intranet redesign.
- Design of executive-level presentations in PowerPoint.

6.2006 - 7.2007, **Trinity | ERD** - Seattle, WA

*Marketing Director* | w: <http://www.trinityerd.com>

- Rebranded company, provided direction during branding change.
- Responsible for the design and creative direction of all materials.
- Prepared litigation / corporate presentations & animations, including video editing.
- Started the industry-recognized newsletter "Pushing the Envelope," which boasts high open and click-through rates while maintaining very low list attrition.
- Coordinated promotional activity (web, print, advertising, pr, events, etc).
- Lead public outreach through charity and community partnerships.

7.2005 - 6.2006, **Cascade Bank** - Everett, WA

*Designer / Marketing Assistant* | w: <http://www.cascadebank.com>

- Redesigned website and intranet to update branding, add functionality, improve the UI, and create opportunities to sell.
- Created new methods to display product / branch performance on intranet.

4.2004 - 7.2005, **Nat'l Alt. Fuels Training Consortium** - Morgantown, WV

*Web Developer / Print Designer*

## SPEAKING

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01.2010, **New Home Council**. *Social Media: Strategies for 2010*

## EDUCATION

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West Virginia University, 2007

MS - Integrated Marketing  
Communications

Fairmont State University, 2004

BS - Commercial Design

BS - Graphics/Fine Art

AS - Electronic Publishing

*Magna cum Laude*

*Governor's Honors Scholarship*

*Honoraries: Epsilon Pi Tau*

*Phi Theta Kappa*

*Creative Arts Org. Officer*

## CLIENT ROSTER

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Beyond the Blue Bridal

Blankslate Marketing + Creative

CFRP Group, LLC

Dimensional Building Consultants

Draft Horse Group

Find Harri (Jeff Moores)

Hualalai Urgent Care

MedCare Express Urgent Care

MedExpress Urgent Care

Montgomery County Schools

OakTree Solutions

Patient Care Communications

Trinity | ERD

WES Construction, Inc.

WVUTalk.com

Zasloff Diversified Services

## SKILLS

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Adobe Creative Suite

Photoshop, Illustrator, Dreamweaver,  
InDesign, Flash, Acrobat

Microsoft Office

Word, PowerPoint, Excel, Outlook.

Technologies worked with:

HTML, CSS, PHP, ColdFusion, Content  
Management Systems (Drupal)

Internet Marketing

Analytics, blogging, community building,  
e-mail marketing, pay-per-click, Social  
media, SEM, SEO

Marketing

Advertising, branding, creative strategy  
emerging technologies, lead generation,  
market research, segmentation

Creative

Copywriting, design, illustration, video  
& sound editing, fine art