

# JONATHAN RUNDLE

I specialize in work that converts. | [jerundle@gmail.com](mailto:jerundle@gmail.com) | [jonathanrundle.com](http://jonathanrundle.com) | [LinkedIn](#) | [206-658-3707](tel:206-658-3707)

## EXPERIENCE

### *Account Director – Toolhouse, inc.*

Seattle, WA — September 2017 – Present

Driving digital strategy for one of the world's largest pharmaceutical companies. Helping to lead analytics, multi-channel marketing, email marketing. Building best practices for marketers and their partner agencies.

### *Digital Marketing Director - Washington Energy Services*

Lynnwood, WA — June 2015 – September 2017

Managed all aspects of digital marketing including web, social, e-mail, SEM, and display.

- Digital leads up +54% YoY.
- Doubled CPC conversions on an unchanged budget by creating more relevant ads and creating highly converting landing pages.
- E-mail lead conversions up +306% YoY.
- Cost per lead down -43% YoY.

Tripled e-commerce revenue YoY by redesigning online store, adding cart abandonment and using email promotion. Created new lead-generating partnerships (Porch, HomeAdvisor, Thumbtack) resulting in an additional 1,500 new leads in the first year.

Saved over \$50,000 by renegotiating contracts and removing expensive and underperforming agencies and systems.

Lead a website redesign with focus on enhanced UX, higher lead conversions and brand storytelling resulting in 2x improvement in organic and direct lead conversion.

### *Digital Product Manager - Providence Health & Services*

Renton, WA — July 2014 – May 2015

Managed digital marketing aspects of Accountable Care product for Providence targeting Boeing employees. Drove product innovation through new features, ran UX focus groups, identified bugs and feature enhancements. Interfaced with designers, programmers, a design agency and internal teams.

### *Digital Marketing Manager, Weyerhaeuser*

Federal Way, WA — July 2011 – July 2014

Designed and launched a new website featuring blogs, a comprehensive document library, and conversion points. Worked across departments to create content to feed marketing channels. Trained colleagues to manage an online technical library.

Found thousands in cost savings. Built a new "store locator" geolocation service and a new e-mail marketing provider, which the rest of the company adopted for additional savings.

## EDUCATION

### *West Virginia University*

MS, Integrated Marketing, 2007

### *Fairmont State University*

BS, Graphic Design/Fine Art, 2004

BS, Commercial Design, 2004

Magna Cum Laude

Student of the Year 2003 & 2004

Governor's School Scholarship

NASA Space Grant Scholarship

### *University of Washington*

Certificate, Business Administration

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## VOLUNTEERISM

Motorcycle Safety Advisory Board

WVU Alumni - Seattle Chapter President

Distinguished Gentlemen's Ride

United Way of Marion County

Habitat for Humanity

Mountains to Sound Greenway

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## KIND WORDS

*"...he was instrumental in developing the interactive strategy for the company.*

*A change agent..."*

Erin Fowler, Quadrant Homes

*"...has his finger on the pulse of what is now and what is next in technology."*

Ray York, Quadrant Homes

*"...he moved the bank's branding to a higher level."*

Annie McCall, Cascade Bank

## *Internet Marketing Manager, Quadrant Homes* Bellevue, WA — May 2009 - July 2011

Managed SEO, SEM, display, email, digital media buying, and reported analytics. Implemented live chat and other conversion enhancements. Redesigned website to focus on new brand direction and lead conversion. Created a successful social presence (recognized as one of the best nationwide for builders) resulting in confirmed sales conversions. Improved CRM system, increased lead generation, enhanced post-purchase surveying. Managed vendors, consultants, freelancers.

## *Graphic Designer, The Creative Group* Seattle, WA — July 2008 - May 2009

Responsible for 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 Seattle design agencies such as Blankslate Creative + Marketing, Silver Fox Productions and VML/Wunderman. Placed with and hired by Quadrant Homes.

## *Marketing Director, Trinity | ERD* Seattle, WA — June 2006 - July 2008

Led company rebrand. Responsible for creative direction of all materials. Positioned the firm as a local leader in building science engineering. Started the industry-recognized newsletter "Pushing the Envelope" to keep customers engaged.

## *Web Developer + Designer, Cascade Bank* Everett, WA — July 2005 - June 2006

Redesigned website and intranet to update branding, add functionality and improve UX. Created infographics, corporate presentations, branch advertising, and more. Assisted in the development of radio ads, annual reports, and managed shareholder events.

## *Web Developer, West Virginia University* Morgantown, WV — April 2004 - July 2005

Led website redesign. Started e-newsletter to deepen engagement with our membership. Designed multimedia application that helped secure federal funding.

## **FREELANCE**

### *Owner, Skilight Interactive*

Helping businesses achieve their full potential through digital marketing. See portfolio at [Skilight.com](http://Skilight.com) for examples of freelance projects and more.

Clients have included: Community Care of West Virginia, Dimensional Building Consultants, Marion County United Way, MedCare Express Urgent Care, MedExpress Urgent Care, Morgantown Brewing Company, Rainier Scholars, Trinity | ERD.

## **SKILLS**

Marketing strategy  
Lead conversion  
Social media strategy  
Search engine marketing  
Search engine optimization  
Email marketing (Salesforce, Mailchimp, Emma, Constant Contact, etc.)  
Web analytics (Google Analytics)  
Web design  
CMS (Wordpress, ExpressionEngine, Drupal, Joomla, SharePoint)  
Mobile application development  
Brand design and strategy  
Video and sound editing  
Creative writing  
Copywriting  
Data analysis  
Photography  
Content creation  
Adobe Creative Cloud  
Microsoft Office

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## **PORTFOLIO**

Full portfolio available at [Skilight.com](http://Skilight.com)

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## **CONTINUING EDUCATION**

Google Analytics Academy  
Google Adwords Academy  
Facebook Blueprint  
Seattle Digital Summit Conference  
Unbounce CTA Conference  
Seattle Chamber Digital Innovation  
PSAMA MarketMix  
Psychological Architectures of Digital Behavior Change

### *School of Visual Concepts:*

Storyteller's Guide to Better Videos  
Product Management for Digital Projects  
How to Write Brilliant Creative Briefs