

JONATHAN RUNDLE

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

EXPERIENCE

Digital Marketing Director - Washington Energy Services Lynnwood, WA — June 2015 – Present

Manage all aspects of digital marketing including web, social, e-mail, SEM, 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 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. Turned social into a true revenue channel.

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

Act as photographer, copywriter for web, customer communications, internal bulletins, sales communications. Creating content that connects and that works. Currently leading a website redesign with focus on enhanced UX, higher lead conversions and brand storytelling.

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. Contracted through the Creative Group.

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

Built campaigns using social, PPC, display. Designed trade show booths and promotions.

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

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

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.

Graphic Designer, J.D. Signs, Inc.

Fairmont, WV — October 2002 - March 2004

FREELANCE

Owner, Skilight Interactive

Helping small and medium-sized businesses achieve their full potential through branding, marketing and design services. 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, 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 Suite (Creative Cloud)
Microsoft Office

PORTFOLIO

Full portfolio available at Skilight.com

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