

# Jonathan Rundle

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

## EXPERIENCE

### *Digital Marketing Manager with Moneytree, Inc.*

Seattle, WA — June 2019 – April 2020 (COVID Layoff) // \$1MM digital budget

Led a team of seven talented marketers and developers. Defined undefined processes, grew our team by two while there, and pushed for digital transformation. Drove e-mail, SEO, social, as well as UX and ADA accessibility. Worked across teams to implement best practices such as UTM tracking for offline channels and implemented new landing pages to drive conversion. Managed PPC with Facebook Ads Manager, Hootsuite Ads, Google Ads, and Bing Ads.

Improvements in ad targeting and creative resulted in a **+36%** increase in unique pageviews and a **+122%** goal conversion increase YoY on a similar budget. Conversion rate raised **+75%** YoY with abandonment dropping **-8%**. Improvements to the site and ad targeting resulted in a **+12%** increase in avg. time on page. Organic search traffic improved by **+10%**. Invigorated social efforts which resulted in a **+146%** increase for that channel. Implemented increased attention on email acquisition, growing our mailing list and nurturing new customers for under **\$5** per lead.

### *Account Director with Toolhouse, Inc.*

Seattle, WA — September 2017 – May 2019 // \$1.8MM digital budget

Drove digital strategy for my client account: Gilead Pharmaceuticals, one of the world's largest pharmaceutical companies. I led analytics gathering and reporting, multi-channel marketing, email marketing, and website projects for Hepatitis B, Hepatitis C, and Gilead's internal Marketing group. Internally at Gilead, I created training videos, handbooks, and more to ensure proper adhesion to brand and technology guidelines established by the Digital Marketing leadership at Gilead.

I also was responsible for growing the business with the client, which I did. I won work for the agency across Gilead teams, expanding from Hep B into Hep C. I grew this account by **+\$1MM**.

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

Lynnwood, WA — June 2015 – September 2017 // \$750k digital budget

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

In my tenure, digital leads grew **+54%** YoY, I doubled CPC conversions on an unchanged budget by creating more relevant ads and creating highly converting landing pages, email lead conversions increased **+306%** YoY and cost per lead went down **-43%** YoY.

Tripled e-commerce revenue by redesigning the online store, adding cart abandonment and using email. Created new lead-generation partnerships (Porch, HomeAdvisor, etc) resulting in an additional **1,500** new leads in year one. Led a website redesign with focus on UX, resulting in **2x** improvement in organic and direct lead conversion. Implemented post-purchase surveying.

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

Renton, WA — July 2014 – May 2015 (Contract role)

Drove product innovation through new features, conducted UX focus groups, identified bugs and feature enhancements. Interfaced with designers, programmers, agency and internal teams.

## EDUCATION

### *West Virginia University*

MS, Integrated Marketing Communications, 2007

### *Fairmont State University*

BS, Graphic Design/Fine Art, 2004  
BS, Commercial Design, 2004  
Magna Cum Laude  
Design Student of the Year 2003 & 2004  
Governor's School for the Arts Scholarship  
NASA Space Grant Scholarship

### *University of Washington*

Certificate, Business Administration, 2010

## CONTINUING EDU

### *Bellevue College*

Trombolo Institute: Design Thinking 2020

### *School of Visual Concepts*

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

Google Analytics Academy

Google Adwords Academy

Psychological Architectures of Digital Behavior Change

Yext Conference 2019

Kentico Conference 2019

Seattle Digital Summit Conference

Unbounce CTA Conference

Seattle Chamber Digital Innovation

## VOLUNTEER

Trombolo Institute Board Member

WA Motorcycle Safety Advisory Board

WVU Marketing Mentor 2020

WVU Alumni - Seattle Chapter President

Distinguished Gentleman's Ride

United Way of Marion County

Habitat for Humanity

Mountains to Sound Greenway

## **Digital Marketing Manager** with *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. Implemented a new store locator geolocation tool and found a new email marketing provider, which other divisions adopted.

## **Internet Marketing Manager** with *Quadrant Homes*

Bellevue, WA — May 2009 - July 2011 // \$500k digital budget

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 home builders) resulting in confirmed sales. Improved CRM system, increased lead generation, post-purchase surveying. Managed many vendors, consultants and freelancers. Managed PPC via Facebook Ads Manager, Google Adwords, and Bing Ads.

## **Graphic Designer** with *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 Blankslate, Silver Fox Productions and VML/Wunderman.

## **Marketing Director** with *Trinity | ERD*

Seattle, WA — June 2006 - July 2008

Led rebrand which positioned the firm as a leader in building science engineering. Started the industry-recognized newsletter "Pushing the Envelope" to keep customers engaged.

## **Web Developer/Designer** with *Cascade Bank*

Everett, WA — July 2005 - June 2006

## **Web Developer** with *West Virginia University*

Morgantown, WV — April 2004 - July 2005

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## **FREELANCE**

### **Owner, Skillight Interactive**

Since 2007

Skillight is the name given to my freelance consulting and design work. See portfolio at [Skillight.com](http://Skillight.com) for examples of these freelance projects.

Clients: Certa Building Solutions, Community Care of West Virginia, Dimensional Building Consultants, Marion County United Way, MedCare Express Urgent Care, MedExpress Urgent Care, Morgantown Brewing Company, Rainier Scholars, Ritchie Regional Health Center, Trinity | ERD, United Way of Marion County, WES Construction.

## **SKILLS + TOOLS**

**Search engine optimization:** Moz, SEMRush, Tag Manager, Search Console  
**CMS / Ecommerce experience:** Wordpress, Kentico, SiteCore, Squarespace, Drupal, SharePoint, Shopify, WooCommerce  
**Email marketing:** Salesforce, Mailchimp, Emma, Constant Contact, Active Campaign, Mailgun, Mailtrain, Epsilon  
**Automation:** HubSpot, Zapier, IFTTT  
**Web analytics:** Google Analytics  
**Analytics visualization:** Data Studio  
**Optimization:** Google Optimize, Unbounce, Optimizely  
**Ads:** Google Ads, Facebook / Twitter / LinkedIn Ads, Bing Ads, Hootsuite Ads

### **Other tools used or implemented:**

Salesforce, Marketo, Asana, Trello, Wrike, Jira, Slack, HootSuite, SurveyMonkey, TrustPilot, Yext, Adobe Creative Cloud, GSuite, Microsoft Office 360

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## **KIND WORDS**

*"...he was instrumental in developing the interactive strategy for the company. A 'change agent...'"*

Erin Fowler, VP Marketing,  
Quadrant Homes

*"Jonathan has a keen ability to identify the strengths of everyone on his team and play up those strengths. Jonathan is an excellent coach."*

John Forrest, Moneytree, Inc.

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

Ray York, VP Sales, Quadrant Homes

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

Annie McCall, Cascade Bank