

# Jonathan Olson

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**Summary:** I am a creative digital marketer with 5 plus years of experience who is seeking a career change into a full-time job in front-end web development.

## Skills:

- Languages: HTML, CSS, JavaScript, Angular, Node.js, Express, SQL
- Others: Git, Github, JSON, API
- Digital Marketing: Social Media Strategy, Social Media Analytics, e-mail Marketing, Adobe Creative Suite, Database Analytics, SEO, Advertising
- Methodologies: Agile, Scrum

## Education:

**Grand Circus: Grand Rapids, MI**

**October 2019 - March 2020**

Front End Coding Bootcamp

**GRCC: Grand Rapids, MI**

**May 2016 - June 2016**

Web Design Online Course

**Xavier University: Cincinnati, OH**

**August 2010 - May 2012**

Master of Education – Sport Administration

**University of Michigan: Ann Arbor, MI**

**September 2006 - May 2010**

Bachelor of Arts – Economics

## Relevant Professional Experience:

### Digital Media Consulting

**Summer 2017-Present**

- Consulted with a professional MMA fighter, Robert Gidron, on all aspects of digital marketing to increase exposure of his brand which resulted in a 73% increase in engagement
- Collaborated with an agent on how to best market Robert for his brand and his matches in which it led to an invitation to UFC training camp
- Familiarized with digital marketing's current trends and best practices to keep the engagement rate up to further expose him to the MMA world

### University of Tulsa

#### Marketing Assistant

**July 2014 - May 2015**

- Responsible for the marketing and promotions of Women's Soccer and Softball while helping out with the marketing of Football and Men's Basketball
- Created Tulsa's first social media marketing and management strategic plan
- Built a relationship with the campus group, youth softball and soccer teams for Women's Soccer and Softball attendance and group ticket sales
- **I saw a 38.5% increase in organic reach and a 78% increase in engagement from the Facebook Page as well as a 179% increase in followers and an 80% increase in engagement from the Instagram Page. All of it resulted in 5 straight sold-out home games for Men's Basketball.**
- **I've seen an increase of a Tulsa Women's Soccer average home game attendance by 50% and revenue by 125.7% while generating \$1,088 of group ticket sales. I also have seen an increase of Tulsa Softball's average home attendance by 12.8% and revenue by 176%.**

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## University of Detroit Mercy

### **Marketing Assistant**

**August 2013-May 2014**

- Responsible for the marketing and promotions of Men's and Women's Soccer, Men's and Women's Lacrosse while managing the student section and Junior Titan Kid's Club
- Researched on the latest trends and platforms and presented new opportunities to the senior administrators
- Collaborated with the administrators and web developer on the overhaul of the main athletics website
- **I saw an increase of 30% in engagement on Facebook page and an increase in Twitter followers by 18% while boosting engagement by 25%.**
- **I have seen an uptick of Detroit Mercy Men's Lacrosse home game attendance by 124.5% in which we have witnessed the largest single-game attendance of 1,909 fans and Women's Lacrosse average home game attendance by 20.8%**

## Other Experience:

### **Mary Free Bed YMCA**

#### **Leader on Duty**

**December 2017 - Present**

- Supervised 15+ employees from different departments to ensure the facility operations run smoothly
- Modeled our member engagement and service principles while reminding staff to the YMCA causes and celebrate their role in fulfilling it while providing outstanding customer service

#### **Membership Service Representative**

**March 2016 - Present**

- Sold YMCA membership to potential members entering the facility and providing information on membership and programs with outstanding customer service
- **Instrumental to the 2<sup>nd</sup> largest membership base in the YMCA of Greater Grand Rapids since the YMCA opened in December 2015**

## Grand Rapids Sport and Social Club

### **League Ambassador**

**November 2016 - Present**

- Supervised undergraduate student interns on how to manage league night and the marketing and promotions of the GRSSC Leagues
- Developed advertising and marketing for the adult co-ed sports leagues
- Established relationships with vendors, facilities and the community to support the growing GRSSC brand
- **Instrumental to the largest participation of Summer 1 and 2 sports leagues with over 3,000 players signed up for the league**

## West Michigan Whitecaps

### **Ballpark Operations Assistant**

**April 2013-August 2013**

## Grand Valley State University

### **Athletic Marketing and Promotions Intern**

**August 2012-May 2013**

## Miami University

### **Game Operations Intern**

**July 2011-May 2012**