

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 the 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 the digital marketing's current trends and best practices in order 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 78% increase in engagement from the Facebook Page as well as 179% increase in followers and 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 a 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, 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 department 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 2nd 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