Jonathan Olson

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Summary: I am a front end developer with a creative digital marketing background. Excellent in problem solving skills and ability to perform well in a team. I am seeking to help you to develop your product as a software developer as well as grow and develop my own skills.

Skills:
- Languages: HTML, CSS, JavaScript, Angular, Node.js, Express, Postgres SQL
- Others: Git, Github, JSON, RESTful APIs, Bootstrap
- Digital Marketing: Social Media Strategy, Social Media Analytics, eMail 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

Technical Projects:

GReen Project: https://jo15on.github.io/GReen/
- Developed a web application to educate Grand Rapids residents about trash and recycling by utilizing **Angular with RESTful APIs** from the city of Grand Rapids in which it was deployed through **GitHub pages**
- Assisted in planning and implementing a dynamic responsive layout design and construction of the project
- Worked in Agile development environment using advanced Scrum methodologies

Personal Portfolio: http://www.jonolson.co
- Built a responsive website which includes **Angular** framework then deployed to Netlify
- Constructed the wireframing of a website using InVision Design

Pizza Cart Project: http://pizza-order.s3-website.us-east-2.amazonaws.com/
- Engineered a simple responsive web application of ordering pizza using **Angular with Node.js and Express** server then deployed to **Amazon Web Services**
- Designed a menu and shopping cart to display an array of items by utilizing service and server.js to pass information between components

Certifications:
Google Analytics for Beginners   *Completed March 8, 2018*
Advanced Google Analytics   *Completed April 8, 2020*

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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%.**

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%**

Current Experience:

Mary Free Bed YMCA
Leader on Duty   *December 2017-Present*
Membership Service Representative   *March 2016-Present*