

Jonathan Butler

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SUMMARY OF QUALIFICATIONS

- Digital-focused content marketing professional, from creation to analysis via Google Analytics, Google Webmaster Tools and SEO best practices.
- WordPress specialist, leading four migration/redesign projects from onset to completion.
- Working knowledge of Adobe Creative Suite for functional graphic design and image resizing.
- Tech enthusiast, fluent in social media strategy and early adopter of emerging opportunities.

EMPLOYMENT

LASHBACK

Marketing Manager

Saint Louis, MO

February 2013 – November 2013

- Produced a responsive WordPress website, from Balsamiq wireframe concept to final version, writing copy and selecting graphics as budget allowed. Vetted interactive design candidates for outsourced technical assistance.
- Eliminated a projected \$10,000 of vendor spending by consolidating out-of-pocket expenses into self-managed, WordPress lead management workflow.
- Oversaw market research for company travel schedule, evaluating the legacy conference itinerary's sales performance against new-business potential.
- Planned and created all external communications on print, web and social media channels.
- Championed the company's first promotional video, writing the script and directing its production with in-house resources.
- Assisted sales team in conducting prospect research upon request.
- Created internal materials (presentation decks, onboarding documents) for leadership team.

OSBORN AND BARR COMMUNICATIONS

Manager

Saint Louis, MO

August 2011 - October 2012

- Directed \$500,000 communications support budget for events ranging from industry trade shows and media summits to board meetings, producing collateral as necessary.
- Contributed to redesign of agency-produced magazine for the United Soybean Board, via media theory on readability and layout to transition from text-heavy, legacy format.
- Managed two client websites during platform transitions, serving as Account Services liaison between Digital and Production teams. Contributed to and accompanied the new business development team on a successful \$1 million pitch for digital services.
- Rewrote online engagement strategy for USB after discussions with the USDA to approve updated guidelines for real-time communication and interaction on the web.
- Attended Vocus User Conference for agency-wide education after eliminating \$45,000 of vendor redundancies in press release distribution and media monitoring services.

V-FLUENCE INTERACTIVE PUBLIC RELATIONS

Associate

Saint Louis, MO

April 2010 - August 2011

- Identified and analyzed trends in online and social media, advising AstraZeneca and PepsiCo clients on potential brand opportunities and risks.
- Served as a social media strategist for a Gates Foundation global charity, counseling on brand extension into the digital space and providing weekly crisis communication support.
- Overhauled agency-wide best practices for press release distribution, lowering out-of-pocket vendor fees while increasing overall effectiveness through greater SEO and online visibility.

PR NEWSWIRE

Cleveland, OH

Customer Content Specialist

January 2007 - January 2009

- Counseled clients on optimal content syndication channels for a variety of traditional corporate press release, photo, email and multimedia campaigns.
- Provided customer service to C-suite executives, addressing issues such as troubleshooting, billing concerns and ROI valuation inquiries.

WEST NEWSMAGAZINE, WEST END WORD

Saint Louis, MO

Freelance Journalist

June 2005 - December 2006

- Pitched stories to editors in the Saint Louis metro area, ranging from entertainment to local government beats. Achieved syndication for long-form cover stories in suburban journals.

EDUCATION

Saint Louis University, Saint Louis, MO

Bachelor of Arts – Communication

VOLUNTEER WORK

SOULARD RESTORATION GROUP

Saint Louis, MO

Communication Chair

October 2011 - Present

- Direct all external communications, including the organization's website, newspaper and social media presence. Draft and revise policy statements on neighborhood issues.
- Coordinate monthly meetings among volunteer staff, submitting recommendations to executive board on best practices, income statements and vendor evaluations.
- Collaborating with SLMPD district leadership on opportunities to increase public awareness through Nextdoor social network and content planning through media relations.
- Pro bono consultant for adjacent neighborhood associations' digital strategy efforts.