

JONATHAN MOLNAR

PROFILE

*Marketing professional with extensive experience in digital marketing.
Skilled in graphic and web design as well as programming.*

My professional journey began as a Graphic Designer. After years of developing the ability to produce polished design work I became more interested in marketing, specifically online. It was then that I secured my second professional position as Marketing Director of three

schools. There I honed my skills in digital marketing, email marketing, and Search Engine Optimization. While in this role I completed a Bachelor Degree program in Internet Marketing. I have a passion for Internet technology and digital marketing.

MY SKILLS INCLUDE

- Internet Marketing
- Search Engine Optimization
- Email Marketing
- Social Media
- Graphic Design
- Web Design and Development
- Adobe Creative Suite, including Photoshop, Illustrator and Dreamweaver
- HTML5 and CSS3
- Javascript and jQuery
- PHP
- MySQL

EDUCATION

BACHELOR OF SCIENCE - INTERNET MARKETING (2014)

Full Sail University - Graduated as Valedictorian and received the Advanced Achievement Award

ASSOCIATE OF SCIENCE - GRAPHIC DESIGN (2003)

The Art Institute of Pittsburgh

EXPERIENCE

THE CAREER SCHOOLS - Erie, PA

A medium sized company with three distinct brands in education - Great Lakes Institute of Technology, Erie Institute of Technology, and TONI&GUY Hairdressing Academy.

MARKETING MANAGER

SEPTEMBER 2009 – PRESENT

Oversee and manage all marketing for three schools. Responsible for website design, content creation, and search engine optimization. Responsible for measuring and reporting web effectiveness. Manage social media accounts and develop email marketing campaigns. Manage outside digital marketing vendors.

- Grew organic search ranking for business generating keywords
- Launched and built social following from the ground up
- Integrated digital advertising with analytics to improve measurement of ROI

TELATRON MARKETING GROUP - Erie, PA

A medium sized marketing company that offered telemarketing services, design services, debt collection, and student loan debt consolidation.

GRAPHIC DESIGNER

DECEMBER 2003 – AUGUST 2009

Designed marketing material such as letterhead, brochures, postcards, and advertisements for the company's brands. Created modules for an interactive training program that included flash animation, video, and audio narration.

- Designed and developed an interactive training program using Flash for new hires, speeding up training time and saving the company money
- Designed and developed an employee I.D. application using Flash, streamlining the production of I.D.'s
- Designed marketing and brand material