



# Jeff Olson

## profile

As a lifelong creator I've used my talents to invent beautiful products, marketing concepts, and business systems. I've the ability to create unforgettable ideas by connecting the consumer with "why".

## connect

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## education

College of Charleston  
BS Economics  
BS Business Administration

## professional skills

- Unique ability to develop creative & sales campaigns that emotionally connect the audience, and their beliefs, with products.
- A natural born leader that believes an abundance of positive reinforcement with a touch of truthful criticism builds a strong team
- Easily navigates business opportunities creating new solutions without instructions

## work experience

**Pono Ola - CoFounder, Digital Ad Director, Reseller Account Lead** 2012 -

- Created the Pono Board, a balance board that challenges the core, not the mind.
- Developed/monitored digital marketing ideas (social, PPC, blog) that emotionally connected consumers to company's beliefs.
- Partnering with creatives to; Invent, Design, Create, Manufacture, Launch, Market, Automate, Re-Invent...

**Rhino Shield - CoFouder, Marketing/Creative Director, Account Manager** 2004-2014

- Bootstrapped 5 weeks after college graduation, this highly lauded bay area sales and marketing firm became a multi-million dollar powerhouse within the first 5 years.
- Creative Director, art design,
- Marketing Director, seo ppc, blog, content,