

Lonndugan lonndugan@gmail.com **419-764-9649**

Attn: Hiring Manager

RE: Career Opportunity

A Career Opportunity at your company has come to my attention. I would like to learn more about it.

If you are looking for an analytical, strategic thinker who contributes value to team efforts and achieves continual improvement then I want to know more about the opportunity and explore a fit.

I am currently self employed as an SEO Service Provider and WordPress Website Designer. You can learn more about my specialties focus at <https://BigMarkDigital.com> and www.BigMarketingSolutions.com. My business is growing, but I would like to take on additional clients as a contractor, or maybe a part time day job that could grow over time?

A recently completed Master's Degree from the University of Toledo has prepared me to do amazing things, but don't let this education lead you to believe I cost too much!

For the right opportunity I am willing to start at a lower salary than might be expected.

My Resume, and s selection of Linkedin Recommendations from former employers and colleagues is attached below. Let's Talk Soon!

Sincerely,

Lonndugan

| Lonndugan | Marketing Leader |

| <https://linkedin.com/in/lonndugan> | 419.764.9649 | lonndugan@gmail.com |

Analytical, strategic marketing leader works in disciplines from opportunity analysis to product development, channel segmentation, identity, brand, message, sales, production, delivery & service. Has led project teams & startups in traditional, entrepreneurial & digital landscapes.

PROFESSIONAL EXPERIENCE

BIG MARKETING SOLUTIONS, Sylvania, OH (Marketing Consultant) 2014 – Present

Digital Marketing Services / Consultant / WordPress Website Design & SEO / PPC / Local Search

- Consistently ranks search engine optimization (SEO) clients on page one #1 at Google
- Develops Social Media pages for clients across LinkedIn, Facebook, Twitter & more
- Serves clients from local Painting Contractor to Global Solar Power Engineering Company
- Manages dedicated web and email servers, provides WordPress hosting services, email services
- Developed social media Tech & Talent Portal on WordPress for the University of Toledo
- Developed online Digital Photography School with freemium and social media model

MIDWEST MORTGAGE INVESTMENTS, Toledo OH (Mortgage Bank) 2012 – 2014

Mortgage Marketing Manager / Mortgage Loan Officer

- Designed and launched new Website, performed SEO, managed AdWords & Salesforce CRM
- Launched SEO/AdWords campaign, improved lead generation 500% over phone book ads
- Designed presentations, image collateral, marketing collateral, implemented content strategy

BUCKEYE CABLESYSTEM, Toledo OH (Telecommunications) 2007 – 2011

Product Development Manager

- Led cross functional teams from all business units as Project Manager & Task Team Leader
- Chaired teams of CEO, Vice Presidents, Directors, Senior Managers & Subject Matter Experts
- Drafted Social Media Strategy, Implemented Monitoring, Led Social Media launch
- Provided project management for Voicemail, Mobile Voicemail, Cell Phone & Set Top Box
- Launched Three Screen Real Estate Ad Network with TV, Internet Video & Mobile App
- Created / executed television and digital marketing strategy, startup plan, launch
- Hired / trained staff, supervised programmers, established & managed key partnerships
- Wrote TV ad scripts, supervised video shoots & edits, performed voice and on-camera talent

RE/MAX INTERNATIONAL, Toledo OH (Real Estate Sales) 2003 - 2007

Real Estate Marketing & Sales Team Leader

- Increased web traffic 200% and lead generation by 400% with SEO and copy writing skills

LUCAS PRODUCTS CORP, Toledo OH (Manufacturing) 1988 – 1998

Principal: Health and Beauty Products Market Leader

- Created global niche market leadership, managed advertising, PR, new product launches
- Managed trade shows increasing trade show sales 2000% with off peak pricing strategy
- Created Web Portal for entire industry, wrote trade magazine articles, led certification classes
- Created Preferred Distributor Program, improved distributor and trade relations

EDUCATION

University of Toledo: Master of Liberal Studies: Concentration in Marketing Communications

University of Toledo: Bachelors Degree, Applied Organizational Technology, Concentration in Digital Marketing

University of Toledo: Associate Degree, Marketing and Sales Technology

LinkedIn References, Recommendations Below Speak For Themselves:

Product Development Manager, Real Estate Channel Launch, Buckeye CableSystem



Steve Piller

VP of Advertising and Local Stations at Buckeye CableSystem: Lonni is one of the brightest people I know, he is well organized and results driven. He can master highly complex technical projects that require skills from multiple disciplines. In addition, he has outstanding communication skills. He worked on some very large projects for me,...o deliver outstanding results well under budget. September 22, 2011, Steve managed Lonni at Buckeye CableSystem



Brad Mefferd

President and GM, Buckeye Cablesystem: Lonni is a creative thinker who is well versed in social media concepts and applications, as well as web applications. He embraces new technologies.

September 18, 2011, Brad managed Lonni at Buckeye CableSystem



Denton Parson

Vice President - Telesystem Commercial Business Unit: Lonni is a passionate business leader who is an entrepreneur at heart. While working with Lonni on product development activities he kept the team moving forward while maintaining our core principles. His attributes include the ability understand new market opportunities as they are developing, a natural ability to ask hard questions at the right time and a desire to...more October 18, 2011, Denton managed Lonni indirectly at Buckeye CableSystem



Mark Ghosh (Madhujit)

IT Manager, Website Development - Sherwin Williams: I had the pleasure of working with Lonni on a variety of technical projects. Lonni is a determined, organized and professional project leader and paid close attention to identifying the results to be achieved. He found it easy to keep track of the technical details and was not shy in providing necessary feedback and suggestions as he saw fit. September 23, 2011, Mark worked with Lonni at Buckeye CableSystem



Paul Hem

Social Media Manager at The (Toledo) Blade: Lonni finds a new idea, studies, researches, discusses, and implements in a way that supports and enhances his customers' corporate visions and cultures. Don't miss an opportunity to work with Lonni. He is launching exciting new products with new ways of engaging your customers and prospects. June 25, 2011, Paul was with another company when working with Lonni at Buckeye CableSystem

Real Estate Sales, Marketing, And Advertising, RE/MAX



Kathy Kuyoth

Broker/Co-Owner at Re/Max Preferred Associates: I had the pleasure of working with Lonni for several years in different capacities. He has always been Professional and Personable. Lonni has always provided and delivered the services he promised. Our Realtors enjoyed working with him Lonni is very respected by all who know him and is always welcome in our offices. April 18, 2011, Kathy was Lonni's client



John Mangas

Broker/Co-Owner at Re/Max Preferred Associates: Working with Lonni has been a positive interaction for my company and my agents. His creativity and follow through is second to none! John Mangas January 19, 2011, John was Lonni's client



Leslie A. Sherman

Executive Assistant - Lonni is a detail-oriented manager who was very nice to work for. I had the pleasure of working for him part-time on a short basis, but he taught me a lot about the real estate market in that very short time that I didn't learn in five years of being a Realtor myself. I recommend Lonni for any hightech business venture that he may pursue, and you won't be disappointed... April 7, 2011, Leslie A. reported to Lonni at RE/MAX Masters