Jay Donaldson

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Vice President, Digital Marketing + Website Design

Passionate about understanding the unique business drivers specific to your company, developing custom innovative digital business strategies, successfully managing their execution, and keeping them on track through reliable data interpretation. Looking to apply 20+ years of energizing team leadership and business growth experience in a new environment. Have led digital business strategy, omni-channel marketing, and website redesign initiatives for companies such as:

- Dollar Rent A Car
- Thrifty Car Rental
- Tampa Bay Buccaneers
- Hooters Restaurants
- Super Kmart
- Marriott
- Melitta Coffee
- McDonald's

Deep experience in many verticals such as: travel, leisure, e-commerce, retail and consumer goods, automotive, insurance, restaurant, real estate, banking, and healthcare – in both B2C and B2B capacity. Hands-on experience in both technology and marketing environments. Have 14-years agency experience and 6-years corporate experience managing digital strategy, online marketing, website development and design, product development, account service, business development, and Sales.

Career Highlights

- **Generated $142.5MM in annual revenue** for my clients by strategically leveraging **$1.5MM/month omni-channel digital marketing budget** – at FKQ Advertising + Marketing
- Led revolutionary website redesigns for Dollar.com and Thrifty.com from the ground up resulting in **400% increase in traffic and 200% increase in online sales** through improved UI/UX, SEM, and digital marketing – at Site Dynamics
- **Doubled average Sale size and annual client revenue in first year** through cross-selling services and Account Based Marketing – at Bayshore Solutions
- **Responsible and accountable for $20MM in combined revenue** associated with 4 companies within Nelnet; also, **grew the Denver office from zero to 30+ associates in 2 years**

Qualifying Experience

Bayshore Solutions, Denver, CO **November 2015 – December 2016**

Full service digital agency with 50+ employees. Listed as a Top U.S. Interactive Agency by Ad Age 13 consecutive years, has delivered marketing and website development solutions to over 2,200 clients in 54 countries, and winner of 72 awards in 2016.

Vice President, Corporate Marketing

Responsible for raising brand awareness, growing adoption in new markets, generating leads, converting new business sales. Included all aspects of corporate marketing including strategy, branding, positioning, digital marketing, paid and organic search, paid and organic social media, mobile, corporate events, press releases, email marketing, blog posts, content development, thought leadership, collateral materials, marketing automation, and company website.

Notable Highlights While at Bayshore Solutions Include:

- Doubled average deal size and average annual client revenue by the end of first year
- Grew social media audience by 2x, developed it into effective channel for driving new business sales
- Forged deeper strategic partnerships with Sitefinity, nopCommerce, HubSpot, & Google
- Helped turn around impact of a precipitous drop in organic traffic that occurred 2 months prior to joining the company when they launched a new version of their website. Was able, over the course of 3 months, effectively stabilize lead volume and quality by supplementing with Paid Search, Paid and Organic social media, content development, & SEO updates to address issues created with their site launch

RUBICANOE, LLC, Lone Tree, CO **November 2014 – November 2015**

A small, start-up mobile application development company with less than 5 employees and big dreams.

Managing Director

Created and produced mobile applications. Involved in all aspects from digital marketing, product development, art direction, audio design, and programming.

NELNET, INC., Highlands Ranch, CO **November 2009 – November 2014**

A United States-based conglomerate with over 2,500 employees and a student loan portfolio greater than $25 billion dollars. Nelnet deals in the administration and repayment of student loans and education financial services.

Senior Director, Digital Marketing and IT

Developed and maintained marketing ecosystems from lead generation through ongoing retention for websites associated with four of Nelnet's subsidiary companies within the NES division: CUnet, Petersons, ResumeEdge, and EssayEdge. These companies offered digital marketing services for Not-For-Profit and For-Profit colleges and universities as well as associated peripheral and ancillary services. Included strategies and analytics associated with product development, search engine marketing, display advertising, mobile, social, call center, email, affiliate marketing, A/B Testing, and website redesigns.

Notable Highlights While at Nelnet Include:

- Responsible and accountable for P&L associated with 4 companies within Nelnet; $20MM in combined annual revenue
- Had the great pleasure to hire, train, lead, and mentor incredible nationwide team of 50+ marketers, IT, and developers
- Managed all phases of SDLC including elaboration, design, development, testing and support; was responsible for audience generation, digital marketing, UI/UX, and product development
- Successfully expanded marketing campaigns for Resume Edge to include China

FKQ Advertising + Marketing, Clearwater, FL **November 2007 – November 2009**

Founded in 1969, a full-service advertising and marketing agency with approximately 75 employees and annual billings greater than $82 million/year.

Vice President, Digital Marketing Services

While Vice President at Site Dynamics Interactive Communications, led acquisition and merger initiatives with FKQ Advertising + Marketing in 2007. Pre-merger, FKQ was a traditional advertising agency specializing in print, broadcast television and radio, cable, outdoor, and direct response marketing. Post-merger, primary role at FKQ was to transition, integrate, and manage all Site Dynamic employees and resources as an interactive arm of the now full-service agency providing digital marketing, website development, and hosting services.

Notable Highlights While at FKQ Advertising + Marketing Include:

- Generated over $142.5MM in sales for my clients with an omni-channel marketing budget of $1.5MM/mo
- Successfully managed web site redesign and development projects to greatly increase traffic and revenue
- Energized and led outstanding team of 25+ digital marketers, creatives, programmers, IT, & account/project managers
- Performed innovative and strategic client presentations for executives, summits, and new business

Site Dynamics Interactive Communications, Clearwater, FL **May 1997 – November 2007**

A digital marketing company with 30+ employees, impressive client roster, and international client base. Specialized in omni-channel digital marketing solutions, innovative strategy, and award-winning website development and design.

Vice President

Co-founded the company, grew it to over 30 employees with an international client base, and eventually sold/merged the company with FKQ. While at Site Dynamics, gained experience in all aspects of the company from sales and product development to digital marketing and business development. Primary focus was digital strategies, innovation, lead generation, conversion optimization, website development, usability-driven redesigns, analytics, reporting, and data interpretation.

Notable Highlights While at Site Dynamics Interactive Communications:

- Landed Thrifty Car Rental account based on success achieved for sister company, Dollar Rent A Car
- Was the first to successfully integrate online and offline marketing and sales data for multiple Fortune 1000 companies
- Rapidly grew company from myself and one partner to 30+ employees with clients in US, Canada, Australia, & Europe

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Education

University of Florida, Graduate Class of 1994
Bachelor of Science in Advertising, College of Journalism and Communication