

JONATHAN HORSMAN MBA | PMP | ITIL | CSM

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www.JonHorsman.com

Senior Digital Marketing Specialist | Project Management | Digital Marketing Manager

Results-driven, accomplished leader with 15+ years of successful management experience in Digital Marketing and Project Management within the real estate, mortgage, title, relocation and B2B Industries.

Proven Success in leading complex projects, meeting tight deadlines, solving organizational-wide problems, and influencing positive results in cross-functional team environments. Values oriented, accountable, and quality focused change agent with strong business acumen. Possesses a track record building innovative, diverse marketing, project and product strategies.

An exceptional cross-cultural communicator, collaborator and team leader who builds open, trustworthy relationships with the executive team, employees, customers and key stakeholders.

Career Summary and Achievements

Project Management – Client Services and Resources

01/2016 – Present

Colorado Marketing Resources - Denver, CO

- Developed and coordinated innovative, cutting edge marketing and web-based programs which fulfill the client's web vision.
- Client engagement with internet and technical solutions for their website.
- Worked collaboratively with Engineers and Technical Staff on finding solutions.
- Produced Client Reporting for Analytics and Site performance.
- Social Media Campaigns build out from created and/or existing collateral materials.

Digital Marketing Manager – Project Management and Communications

05/2008 – 03/2017

Coldwell Banker Residential Brokerage - Denver, CO

- Responsible for assisting Sales and Marketing management utilizing websites, other communications and advertising to effectively present the Company's products and services to customers and prospects.
- Met with appropriate Sales and Marketing colleagues to discuss communication needs.
- Researched and developed supporting marketing materials and presents recommendations to Marketing leadership or internal committee.
- Served as a liaison to Salesforce and Sales Departments. Provided leadership, oversight and support to lower-level Marketing Specialists and outside vendors.
- Helped create ongoing and ad-hoc reporting to measure effectiveness of campaigns and strategies (pre and post campaigns).
- Regularly worked in content management system to add/edit content on the multiple corporate websites, familiarity with the Drupal Based platform.
- Worked on lead nurturing and monitors site leads and contact engagement (Homebase Intouch).
- Provided daily status of projects, deadlines, and performance to management.
- Has in-depth experience, knowledge and skills in own discipline. Assisted as a point of contact (POC) for questions on marketing automation, lead process, operations and marketing reporting.
- Acted as resource for other colleagues with less experience.
- Managed marketing automation platform, and Account-Based Marketing tactics (through IDX); used a Pardot variant (HomeBase Insight) for external marketing automation.
- Supported ancillary businesses with digital business solutions which includes Mobile and Online marketing solutions resulting in clarifying our message, uncovering opportunities, and enabling sales. Established Proprietary CRM platform called Home Base Intouch (based on Salesforce's program model)
- Assisted in translating business needs into marketing operations process, providing insight, knowledge, and understanding of customers, products, and industries.
- Managed and maintained the email marketing services and campaigns for the distribution of the agent eMarketing campaigns (New Panda | Rezora | Constant Contact).
- Regularly worked in Microsoft Office, Google Analytics Reporting especially Excel and PowerPoint; experience with executive presentations and reporting.
- Budget management and finance reporting experience.

Senior Art Director – Graphic Design | Corporate Collateral

06/2001 – 05/2008

Coldwell Banker Residential Brokerage - Greenwood Village, CO

- Developed, coordinated innovative, cutting edge marketing and web-based programs which fulfilled the executive leadership team's vision. Implementation of these programs has propelled the company's market share as the leading real estate company for 16 years in Colorado (Denver Business Journal).
- Discovered business solutions that reduced the marketing costs by \$500k.
- Managed, measured, collaborated and supported managers as well as business management executives to obtain over 9 Billion in sales volume for Colorado.
- Established Marketing initiatives, as well as supported web development teams to resolve technical issues among the larger websites. Mitigated MTBF rates by over 75%.
- Independently resolved the technical issues among the more accessible smaller websites (Ad Hoc Operations to increase local market penetration) for our 18 offices and over 1100 associates.
- Supported marketing and web-ex initiatives by training the associates on the functionality of the company's web-based applications. (Force Multiplier of platform education to increase efficiency and ease of use for our Managers and Associates)
- Crafted, coordinated innovative and targeted collateral materials to support the development of the Internet and intranet sites. (Designed workflow processes and network diagrams for vision continuity for the executive leadership)
- Managed IT and Web Development teams to develop, enhance, update and execute marketing strategies in the company's digital environment which resulted in increased continuity of the company's identity standards. This was accomplished by keyword & target audience research and strategies.
- Supported ancillary businesses with digital business solutions which includes Mobile and Online marketing solutions resulting in clarifying our message, uncovering opportunities, and enabling sales. Established Proprietary CRM platform called Home Base Intouch (based on Salesforce program model)
- Successfully managed the data flow and adhered to the protocol set by the IDX agreement requirements.
- Managed and maintained the email marketing services and campaigns for the distribution of the agent eMarketing campaigns (New Panda | Rezora | Constant Contact) to increase agents (TOMA) by 75%.

Professional Skills and Personal Development

eMarketing - SEO, Optimization techniques, experienced in Google Analytics, SEO target marketing, A/B Testing, and advanced audience segmentations technics.

Social Media - YouTube, Facebook, Twitter, Google+, LinkedIn.

Content Writing - Ability to create, compose, and edit written material, white papers, blogs, content materials.

e-Mail Campaigns - Develop client spheres and targeted market segments to eBlast various products, services, events.

Website Design and Development (HTML, FTP, WordPress, Drupal, Wix, Squarespace)

eCommerce - PayPal, Woo Commerce, Shopify, Magento, Google Wallet, Authorize.net, Stripe, etc.

Graphic Design - Design Brochures | Graphics & Logos | Custom Flyers | Billboards | Ad Design to Specs for all collateral materials.

Brand Management - Adaptation and the Marketing Mix (Product, Place, Price and Promotion), KPI reporting.

Accounting – Estimate Budget, Budgeting, Marketing Allocations and P&L Management.

Organizational Management - Theories of motivation, Positional Power and Personal Power.

Strategic Management – Theories, SWOT, Org Culture, Balanced Score Card, Porter, SMART goals.

Financial Analysis – Budgetary planning, EMV (Earned Value Management), ROI and Merge or Acquire Recommendations.

Decision & Risk Analysis – Utilize POM, workflow, Gantt, Distribution patterns, Reliability Tool with mix, MTBF, EOQ (economic order quantity), Qualitative Ratings – Probability, Impact, Risk Score, Risk Ranking, Response, Triggers, and Ownership. Quantitative Analysis (Monte Carlo Simulations)

Microsoft Office Project | Word | Excel | PowerPoint | Outlook | One Note.

Adobe Creative Suite CC 2018 Photoshop | InDesign | Illustrator | After Effects | Premiere | Acrobat

Event Planning Organize Events | Manage Project Budget and Events Costs | Orchestrate Set Production | Effective Negotiations with Local Event Locations. (conventions | trade shows | charity events | public venues).

Video Design and Production Design, create and deploy highly professional videos.

Communication Platforms SharePoint, MS Project, HEAT, and other proprietary PM applications.

Education

Master of Business Administration, M.B.A.: Strategic Business Management, 2015

Western Governors University - Salt Lake City, Utah

Bachelor of Arts: Marketing and Advertising / Business Management

Towson University - Towson, Maryland

Associate of Arts: Marketing / Business Management

Essex Community College - Essex, Maryland

Certifications: Project Management Professional (PMP), Certified ScrumMaster® (CSM),

Information Technology Infrastructure Library (ITIL), MIT Sloan School of Management (Digital Analytics)

Professional Memberships: PMI Mile Hi Chapter, PMI Institute