

# Lonndugan: Digital Marketing Wizard

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Digital Marketing strengths include opportunity analysis, strategic planning, branding, messaging SEO, local search marketing & content strategy with passion for excellence & continual improvement.

## PROFESSIONAL EXPERIENCE

### **BIG MARKETING SOLUTIONS, Sylvania, OH (Marketing Consultant) 1998 – Present**

#### **Digital Marketing Agency Services / Marketing Consultant / WordPress & SEO Wizard**

- Ranks digital marketing / search engine optimization (SEO) clients on page one #1 at Google
- Develops Social Media pages for clients across LinkedIn, Facebook, Twitter & more
- Developed social media Tech & Talent Portal on WordPress for the University of Toledo
- Developed online Digital Photography School with freemium subscription models
- Developed E-commerce website for beauty products distributor, sold \$1,000,000 in first year
- Designed website for local Honda Dealer, increased auto sales 400% over corporate dealer site
- Launched website, AdWords Program, Lead Generation, Salesforce CRM for Mortgage Lender
- Manages dedicated web and email servers, provides hosting services, email services

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

#### **Mortgage Marketing Manager / Mortgage Loan Officer**

- 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

#### **Real Estate Advertising Manager**

- Launched Three Screen Network with TV, Internet, Social Media & 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 leadership, performed product launch, PR, trade show management, seminars
- Created Web Portal for entire industry, wrote trade magazine articles, gave certification classes

## EDUCATION

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

University of Toledo: Bachelors Degree, Applied Organizational Technology

University of Toledo: Associate Degree, Marketing and Sales Technology